

Organizing Committee

Chief Patrons

Mr. Manoj Kumar, IAS

Secretary, Department of Tourism, Art Culture, Sports and Youth Affairs, Jharkhand

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CEO, NCHMCT & Senior Economic Advisor, Ministry of Tourism, Govt. of India

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Mr. L. K. Ganguly

Director (A&F), NCHMCT

Conference President

Dr. Bhupesh Kumar

Principal, IHMCT & AN, Ranchi

Conference Convener & Organizing Secretary

Mr. Alok Aswal

Head of Department, IHMCT & AN, Ranchi

Conference Coordinators

Ms. Anindita Bharadwaj

Sr. Lecturer, IHMCT & AN, Ranchi

Mr. Veenit Kumar Sinha

Lecturer, IHMCT & AN, Ranchi

Conference Chairs

Dr. Priyadarshan Singh Lakhawat

Director (Academics), NCHMCT, Noida, Uttar Pradesh

Mr. Satvir Singh

Director (Studies), NCHMCT, Noida, Uttar Pradesh

Prof. Ashish Dahiya

Professor, Hotel & Tourism Management,
Director - Centre for Life Skills & Soft Skills, M.D University,
Rohtak, Haryana.

Prof. Parikshat Singh Manhas

Director, School of Hospitality & Tourism Management (SHTM),
Professor, The Business School (TBS), University of Jammu,
Jammu & Kashmir

Publications Chairs

- Prof. Nimit Chowdhary**, Professor & Head, Department of Tourism and Hospitality Management, Jamia Millia Islamia (A Central University) New Delhi
- Prof. Paramita Suklabaidya**, Director, School of Tourism and Hospitality Services Management, IGNOU, New Delhi
- Dr. Nisheeth Srivastava**, Principal, Institute of Hotel Management, Mumbai, Maharashtra
- Ms. Sharada Ghosh**, Principal, Institute of Hotel Management, Bhubaneswar, Orissa
- Mr. Ravi Kumar**, Sr. Lecturer, IHMCT & AN, Ranchi
- Ms. Shama Baa**, Lecturer, IHMCT & AN, Ranchi
- Mr. Rajnish Kumar Singh**, Asst. Lecturer, IHMCT & AN, Ranchi

Registration Details

Conference Charges :

International Delegates	\$ 50
Academician/ Industry Professionals	₹ 2500
Research Scholars	₹ 1000
Participants	₹ 200

Accommodation Charges will be extra ₹ 500/- per person per night on double sharing in the campus on request.

Payment Details

Bank Details :

Account Name	: IHMCT AND AN
Account No.	: 4904101005342
IFSC Code	: CNRB0004904
Bank & Branch	: Canara Bank, Brambe, Ranchi

Note : The Registration fee includes the Conference Kit, Lunch, Tea and Coffee during the conference.



Registration Link :

<https://forms.gle/B9kC7L1XQcZa6rRE8>

Contact Details :

**INSTITUTE OF HOTEL MANAGEMENT
CATERING TECHNOLOGY & APPLIED NUTRITION**
(An Autonomous Institution under Department of Tourism Art Culture and Youth Affairs, Govt. of Jharkhand and Affiliated to NCHMCT, Noida)

Brambe, Ranchi – 835205 (Jharkhand)

Ph. : +91-9162336888, +91-9162724666

E-Mail : ihmbranchi@gmail.com | Website : www.ihmbranchi.in

For Details Contact :

Alok Aswal, Conference Convenor - 9873600802



in collaboration with



Ministry of Tourism
Govt. of India

अतुल्य! भारत
Incredible India

International Conference on Travel, Tourism, Hospitality & Culture - 2024 (ICTTHC)



“Culture & Cuisine in the Digital World”

16th & 17th February 2024



Organized By

**Institute of Hotel Management
Catering Technology & Applied Nutrition
Brambe, Ranchi**

Conference Email : conference@ihmbranchi.in

About the Institute

IHM Ranchi (Institute of Hotel Management Catering Technology & Applied Nutrition) is an autonomous Institution jointly established by Department of Tourism, Art & Culture, Sports and Youth Affairs, Government of Jharkhand and Ministry of Tourism, Govt. of India with a view to provide quality education and develop skilled Manpower for the Hospitality Industry under the affiliation of National Council for Hotel Management Catering Technology (NCHMCT), Ministry of Tourism, Govt. of India and the degree is awarded by JNU, New Delhi. Within a span of 4 years, IHM Ranchi is ranked among top government IHMs in India which is a remarkable achievement for any such Institution. The Institute is currently offering different demand-driven courses in core hospitality operations like BSc. in Hospitality and Hotel Administration, Diploma in Housekeeping and Front Office, Craftmanship Certificate Courses in Food Production and F & B Service etc. The Institute currently operates from a beautiful campus in an Environment friendly location with a state of art Infrastructure located on the outskirts of Ranchi at Brambe.

Awards and Accolades

- **IHM, Ranchi created a record by Making 54 varieties of Madua Cookies in 52 Minutes which was adjudicated by India Book of Records in 2023.**
- **IHM, Ranchi was ranked among the Top 10 Hotel Management Institute of India for the year 2023 by CSR Magazine and GHRDC Survey 2023.**
- **IHM, Ranchi has been awarded with the Rising Star Award 2022 in the GHRDC Survey 2022.**
- **IHM, Ranchi created a record by making Maximum Varieties of Jharkhandi Madua Chilka Roti in 30 Minutes which was adjudicated by India Book of Record in 2022.**
- **IHM Ranchi has been awarded as "Most Admired Hotel Management Institute of the Year" at Nation's Education Pride Awards 2021.**

Our Mission

We create hospitality leaders with an aim to shape hotel management graduates that are passionate, proficient and industry-ready to tackle the future challenges head-on.

Our Vision

The Institute aims to be the pioneer and progressive Hotel Management Institute in terms of Research and Development in the field of Hospitality in India.

About Conference

IHM Ranchi is conducting the "2nd International Conference on Travel, Tourism, Hospitality & Culture-2024 (ICTTHC - 2024)" on the theme "Culture & Cuisine in the Digital World". The international conference will be held at IHM Ranchi, on 16th & 17th February 2024. The conference will include various activities like expert lectures from eminent personalities, workshops, research presentations, panel discussion, cuisine exhibition etc. The conference will sketch challenges and issues that is being faced by cuisine and culture in the digital era.

Objective

The aim of ICTTHC-2024 on the theme "Culture & Cuisine in the Digital World" is to bring together experts, researchers and decision makers from academia and industry across the globe to exchange the knowledge, experience and research innovations related to Culture & Cuisine, Promotion & Development and to discuss and deliberate the impact of Digital transformation on Culture & Cuisine of a destination.

Conference Themes

ICTTHC 2024 will be exploring overall theme related to Cuisine & Culture which will focus on a wide range of topics, including (but not limited) to the following:

1. Impact of digital media on Cuisines of India
2. Promote innovative policies to harness the symbiotic potential of Cultural Tourism
3. Culinary Tourism
4. Impact of digitalization on Village Tourism
5. Promotion of indigenous cultural tourism through social media
6. Role of Digital world in promoting culture of India
7. Digital Culture of India
8. Recognizing the need to position Culture & Cuisine for the Digital Future

Call for Papers

Original research articles, papers or case studies that highlight the issues related to the theme in different aspects from academicians, practitioners and policy makers are invited. All accepted papers will be published within an ISBN Book of Conference proceedings. It shall be widely circulated to all stakeholders and concerned intellects in the field of Tourism and Hospitality with the deliberated subject.

Meet Our Keynote Speakers



Prof. Maharaj Vijay Reddy
Associate Dean
(Research and Knowledge Exchange)
Faculty of Arts, Business and Social Sciences,
University of Wolverhampton, UK



Prof. S.C. Bagri
Former Vice Chancellor
Himgiri Zee University & Member
of Indian National Commission for
Cooperation with UNESCO (INCCU)
Professor at Centre for Mountain
Tourism & Hospitality



Prof. Ashish Dahiya
Professor & Director
Institute of Hotel & Tourism Management
M.D University Rohtak, Haryana India



Master Chef Lawrence Gomes
Awarded as 100 Best Chefs of the
World in 2023, Currently associated
with Aamby Valley City, Maharashtra



Dr. Steffy Teresa Murmu
Director - Rasik Besra Memorial Trust
Dumka, Jharkhand, Convener INTACH
Ranchi Chapter, Visiting Faculty -Indira
Gandhi National Centre For the Arts
(Ministry Of Culture), Ranchi



Prof. Parikshat Singh Manhas
Chairman, Jammu & Kashmir Board
of School Education (JKBOSE), & Director,
State Council of Educational Research
& Training - JKUT (SCERT) Jammu
Tourism & Hospitality