INTERNATIONAL CONFERENCE ON

RECENT TRENDS IN GLOBAL SUSTAINABLE PRACTICES IN SERVICE INDUSTRY - HOSPITALITY &TOURISM RESEARCH

NŪTANA

03rd MARCH 2026
HYBRID MODE

➤ Organised by
Department of Hotel Management

➤ In Association with
Naipunnya Research Forum

RESOURCE PERSON
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NAIPUNNYA
SCHOOL OF MANAGEMENT

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Naipunnya
TO REACH THE UNREACHED

ACCREDITED WITH GRADE
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About the Conference

The International Research Conference on "Recent Trends in Global Sustainable Practices in Service Industry – Management, Hospitality & Tourism Research" aims to serve as a dynamic platform for academicians, researchers, industry professionals, entrepreneurs, and policymakers to exchange knowledge on sustainable growth within the service sector. The conference focuses on emerging global practices that promote environmental responsibility, economic resilience, and social well-being across management, hospitality, and tourism industries.

This event encourages rich dialogue on innovative business models, sustainable operations, technological advancements, and responsible service delivery that align with today's global development priorities. Participants will have the opportunity to explore cutting-edge research, present scholarly papers, engage in meaningful discussions, and learn from multidisciplinary perspectives. Special emphasis is placed on sustainable tourism development, green hospitality initiatives, ethical leadership, entrepreneurship, corporate responsibility, and policy frameworks that support the achievement of Sustainable Development Goals (SDGs).

By bringing together experts from diverse academic and professional backgrounds, the conference aspires to inspire practical solutions, foster collaborations, and promote forward-thinking approaches that strengthen the service industry's commitment to sustainability on a global scale.

Conference Objectives

- To explore the role of service industry sectors in promoting sustainable growth.
- To encourage research and dialogue on innovative practices in hospitality, tourism, and management.
- To highlight the importance of sustainability in policy-making and governance.
- To provide a platform for knowledge sharing among academia, industry, and society.
- To promote actionable strategies aligned with Sustainable Development Goals (SDGs).

About the College

In Sanskrit, the word Naipunnya means "dexterity, expertise, or mastery," and true to its name, Naipunnya School of Management (NSM) is dedicated to professionalism, discipline, and the holistic development of students. Established in 2003 at Cherthala as a project of the Major Archeparchy of Ernakulam–Angamaly. The institute provides a unique platform for students to refine and molds their talents.

Affiliated to the University of Kerala, NSM currently offers three postgraduate programmes—M.Com, MTTM, and M.A. English and five undergraduate programmes including B.Com, BBA, Hotel Management, English and Computer Science. Within two decades, the institution has become a symbol of academic and professional excellence. In 2023, it was accredited with an 'A' grade by the National Assessment and Accreditation Council (NAAC), a recognition of its commitment to quality and continuous improvement. In 2024, the college further enhanced its academic credentials by receiving approval from the All India Council for Technical Education (AICTE). Additionally, Naipunnya is recognised under Section 2(f) of the University Grants Commission (UGC) Act of 1956, affirming its adherence to the highest standards of higher education.

About the Department

DEPARTMENT OF HOTEL MANAGEMENT

The primary objective of the Department of Hotel Management is to provide a high-quality, affordable, and professional education to produce graduates and post-graduates with strong ethical and leadership

skills. Naipunnya School of Management is the pioneer institution to start the BMS degree programme in Hotel Management, under the University of Kerala. The Institute encompasses the best of the infrastructure with most modern machines in training kitchen, training restaurants, housekeeping lab, mock bar and state-of-the-art computer labs with modern training software, audio-visual room and well-equipped library. The Institute is unique in its approach towards professionalism whereby students are given the best professional training so that they get a platform for further growth and development.

Call for Papers and Suggested sub-themes

- Sustainable hospitality and tourism strategies.
- Green management and eco-friendly practices.
- Service innovation and digital transformation.
- Climate-resilient tourism and hospitality models.
- Circular economy and waste management in service sectors.
- Human resource sustainability and workplace wellness.
- Community-based tourism and inclusive development.
- Corporate social responsibility in hospitality and tourism.
- Emerging global trends in sustainable service industry.

> **"Papers addressing similar themes and topics will also be considered."**

Guidelines for Abstract and Full Paper Submission

- Paper Format: Single Column, A4 Size and 1.5 line spacing, Font Style: Times New Roman (size 12), First page: Title, Author(s) Name(s) and Affiliation(S) with contact email id.

- Second page onwards: Title, Abstract, Keywords(s) followed by the main text with Introduction, Literature review and Research Gap, Research problem and Significance of the study, Research methodology, Analysis and interpretations, Conclusions, Suggestions and Reference as per APA style (7th edition).
- The editorial board will review articles and only those approved by reviewers will be selected for presentation at the conference. For accepted papers, one of the authors must present the paper online or offline.
- The editorial board will review the paper and only those approved by the reviewers will be selected for the conference presentation.
- The submission categories acceptable in the conference are: Conceptual paper (based on literature view with research implications and future research directions, research models, theory related), Empirical research paper (quantitative, qualitative, and mixed methodology), Policy research paper (critically examining national or international policies) and Case studies (without teaching notes).
- The author(s) are required to submit their full paper within 4,000 - 8,000 words including the abstract in a paragraph of maximum 200 words. The author(s) need to provide maximum 5 keywords.
- The full paper should be between 8 to 12 pages in length.
- The abstract/paper should be submitted both as a .doc/.docx files.

Paper presentation mode

- The accepted papers can be presented via oral (online/offline) mode.
- Original and unpublished research papers covering various sub-themes of the conference are invited.

Special Note

- A registration fee of Rs. 250 will be charged from those who participate in the international conference.
- Registration fee includes conference kit, e-certificate, e-book with ISBN, tea, snacks and lunch.
- E-certificate of conference participation/ Paper presentation will be provided to all registered candidates.
- Outstation paper presenters will be provided accommodation on payment basis only. They are expected to give prior information.
- Duty Certificates will be provided on request.

Registration Fees Details

Category	Single Author	Double Author
Foreign Delegates	$10	$15
Industry Professionals	₹750	-
Academicians	₹400	-
Research Scholars/ Students	₹300	-

Abstract and full paper to : NIHMRF@naipunnyacollege.ac.in

For registration and payment details submission kindly use the link mentioned below:

https://forms.gle/N2VvoyGwEb6VtupQ6

For more details kindly join the official Whatsapp group by using the link mentioned below:

https://chat.whatsapp.com/K7yFFnmiaKd0HzOZPsH9PR

IMPORTANT TIMELINES

Deadline for Submitting Abstract	01st February 2026
Notification of Abstract Acceptance	05th February 2026
Deadline for Submitting Full Paper	19th February 2026
Notification of Full Paper Acceptance	22nd February 2026
Last Date for Conference Registration	24th February 2026
Conference date	03rd March 2026

PAYMENT DETAILS

M/s. Department of Hotel Management
The South Indian Bank, Cherthala Branch
A/c No: 0120053000043968
IFSC Code: SIBL0000120

ADVISORY COMMITTEE

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