



Since 1951

DEPARTMENT OF HOTEL MANAGEMENT AND CATERING SCIENCE  
& B.VOC. TOURISM AND HOSPITALITY MANAGEMENT

# JAMAL MOHAMED COLLEGE (AUTONOMOUS)

Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)

TIRUCHIRAPPALLI – 620 020

21<sup>st</sup> February 2024

## 8<sup>th</sup> National Conference on “Technology - Driven Hospitality and Tourism Sector: Navigating New Trends in Employability and Entrepreneurship”

### ABOUT THE COLLEGE

Jamal Mohamed College was founded in 1951, as an affiliated college to the University of Madras and then affiliated to Bharathidasan University, Tiruchirappalli, when it was formed in 1982. Jamal Mohamed College is situated in the central part of Tamil Nadu, Tiruchirappalli city. It was established as a religious minority institution with the primary objective of providing higher education to the downtrodden and socially backward section of the society in general and Muslim minority in particular.

The college is administered by the Society of Jamal Mohamed College. It is established in a sprawling land area of 87 acres, as a religious minority institution. Hajee M.Jamal Mohamed Sahib and Janab N.M.Khajamian Rowther, of revered memory, were the founding fathers of this institution.

In the year 1957, the college got the single honor of being bracketed with the thirty best colleges in India when Danforth Foundation of USA selected the college for the award of study fellowships in U.S.A. In 1963, the college was elevated to the status of a Post-Graduate college.

In the year 1972, the college was recognized by UGC New Delhi, for the purposes of Grants under section 2(f) and 12(B) of the University Grants Commission Act 1956. In 1977, on the recommendation of the University of Madras, the UGC recognized the college as one of the ten "Lead colleges" in the university area.

The College was accredited at Five Star Level by NAAC during 2002 and conferred with Autonomous Status by UGC, New Delhi and Bharathidasan University in 2004-2005. In January 2009, the College was accredited by NAAC with A-Grade (2<sup>nd</sup> Cycle) - CGPA 3.6 out of 4.0. Our College was bestowed with the unique honour of "CPE" status Phase-I and Phase-II by the University Grants Commission under the Scheme "Colleges with Potential for Excellence" in 2011 and 2016 respectively. We retained the 'A' Grade awarded by NAAC during the third cycle of accreditation in 2016.

It is remarkable to state that the college has been recognized with Three Star status by the Institutions Innovation Council (IIC), MHRD Innovation Cell, Government of India in 2019. Department of Science and Technology (DST), Government of India has accorded FIST Scheme to the Departments of Zoology, Botany and Physics in 2004 and to the Department of Mathematics in 2008. Again DST FIST Scheme has been extended to the Departments of Mathematics, Physics, Botany, Zoology and Computer Science in 2019. Five Science Departments such as Mathematics, Physics, Chemistry, Botany and Zoology have been short-listed after a meritorious presentation, among many competing institutions and awarded the Star College Scheme by the Department of Bio Technology (DBT) in 2020. The college has obtained the prestigious 56<sup>th</sup> Rank among top ranking institutions in NIRF Rankings - 2023.

The College has secured A++ grade with CGPA 3.69 out of 4.0 during the IV cycle of accreditation by NAAC in September 2023. Over a period of 72 years the college was able to scale greater heights and raise to the present status as a multi-faculty institution with 25UG and 20PG courses. 17 departments of the college are functioning with the status of approved Research Centres. The college has a strength of around 11100 students. There are 133 Government Aided teaching faculty and 333 staff members are working under the self-finance stream. The college celebrated its Silver Jubilee in 1971, subsequently the Golden Jubilee and Diamond Jubilee in 2001 and 2011 respectively.

With many milestone achievements, the college has been marching towards fulfilling marvelous plans, matching the vision and mission of our noble founders and the present Management Committee Members. "The Jamal" journey continues with all gentle Jamalians for still more greater heights of glory in higher education.

### ABOUT THE DEPARTMENT

From its inception in 2008, our department is widely regarded as one of the premier institutes in this region to equip aspirants to the hospitality industry. It has been crafted with well-equipped laboratories and state of the art teaching facilities to impart skill focused education to the students. Our department imparts high quality education in an affordable fee structure. During the academic year 2020-21, our department was elevated as Research Centre with the approval of Bharathidasan University. Our institution is recognized as the first and only institution in the Bharathidasan University to offer the Ph.D. Research Programme in Hotel Management and Tourism. It also offers two different highly professional and job oriented undergraduate programmes namely B.Sc. Hotel Management & Catering Science (2 Sections), and B.Voc. Tourism and Hospitality Management. With the commitment of delivering quality education and training to our students, our department produces University Rank Holders every year. In the batches of 2009 - 12, 2010 - 13, 2014 - 17, 2015 - 18, 2017 - 20, our students secured First Rank in University Level. Our alumni are placed in coveted positions in the hospitality industry in India and abroad. During its 15 years of educational service, the department has organized 3 State Level Seminars, 7 National Conferences, 4 International Conferences and 9 Webinars. Every year Food Mela is organised to display the talents of students in producing star hotel's delicious dishes. "Nutritia" snack stall is an initiative taken by our department to provide highly nutritious and traditional healthy foods at affordable prices to the students and staff of our college.



## ABOUT THE CONFERENCE

This 8<sup>th</sup> National Conference of our department is organized with the title of "Technology - Driven Hospitality and Tourism Sector: Navigating New Trends in Employability and Entrepreneurship" with an aim of bringing together leading academicians, researchers and research scholars to exchange and share their experiences and research results on opportunities and realities in employability and entrepreneurship in tourism and hospitality industry. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, technological advancements, trends, and concerns as well as practical challenges encountered and solutions adopted in this field.

## THEME OF THE CONFERENCE

The conference welcomes research papers under the following themes:

- ✦ Current Trends in Tourism and Hospitality
- ✦ Entrepreneurship in Tourism and Hospitality
- ✦ Enhancing Tourism with Authentic Hospitality
- ✦ Factors Influencing the Job Opportunities in Hospitality and Tourism Industries
- ✦ Hospitality Leadership and Team Management
- ✦ Consumer Behaviour in Hospitality and Tourism
- ✦ Post Pandemic Strategies of Tourism
- ✦ Problems and Challenges in Application of Technological Advancements in Tourism and Hospitality

## CALL FOR PAPERS/SUBMISSION GUIDELINES FOR AUTHORS

- ✦ Manuscripts should be submitted to the conference  
Email ID: jmchmcsconf2024@gmail.com
- ✦ Papers should be original and not have been published or submitted anywhere else for publication
- ✦ Paper must be presented either by the author or co-author.  
Time allotted for the paper presentation is 7 minutes
- ✦ Word limit for the publication is 2500 words and abstract should be of 300 words with minimum 5 key words
- ✦ Authors must use Times New Roman with 12 font size, 1.5 line spacing and 1 inch margin from all the sides
- ✦ The papers should have a cover page and abstract with title of paper, name of author, designation, details of institute / organization and contact details (Mobile number and Email ID)
- ✦ References must be given in APA style
- ✦ Co-authors have to register and pay separately
- ✦ Certificates will be given to all the registered participants
- ✦ No TA/DA will be paid for participation

## PUBLICATION OF RESEARCH ARTICLES

- ▶ Select research articles will be published in an edited volume with ISBN.

## IMPORTANT DATES

Last Date for Paper Submission	10 <sup>th</sup> Feb	2024
Last Date for Registration	19 <sup>th</sup> Feb	2024
Last Date for Submission of Presentation PPT	20 <sup>th</sup> Feb	2024
Date of Conference	21 <sup>st</sup> Feb	2024

## REGISTRATION FEES

- ▶ For Students and Research Scholar Rs. 600/-
  - ▶ For Academicians and others Rs. 800/-
- Participation in all the sessions is mandatory to receive Certificates.

## NATIONAL ADVISORY BOARD

**Dr. R.Kannan**, Professor & Director, Centre for Tourism and Hotel Management, Madurai Kamaraj University, Madurai  
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## PAYMENT MODE

Registration & Publication fees may be paid into the following account through NEFT/RTGS/Other online payment modes

Beneficiary Name : JAMAL MOHAMED COLLEGE  
A/c No : 046702000000009  
IFSC : 10BA0000467  
Bank Name & Branch : INDIAN OVERSEAS BANK,  
JMC BRANCH, TRICHY



Registration Link:  
<https://forms.gle/TYVBpZFoipe7p3sJ8>



Whatsapp Group Link:  
<https://chat.whatsapp.com/GsHNDaWaY0u1s4GQsjyCzm>