



Kirirom  
Institute of  
Technology

## **INDIAN TOURISM AND HOSPITALITY CONGRESS (ITHC)**

CALL FOR PAPERS

### **17th International Tourism Conference**

on

*"Sustainable Tourism Futures: Integrating  
Contemporary Travel, Sacred Landscapes and  
Living Heritage"*

**(24–28 February 2026)**

At

Kirirom Institute of Technology, Cambodia  
Organised in association with

**Kirirom Institute of Technology, Cambodia**

**For details: [info@ithc.in](mailto:info@ithc.in)**

## **Kirirom Institute of Technology, Cambodia**

Kirirom Institute of Technology (KIT) is one of Cambodia's most innovative and forward-looking universities, located amidst the serene natural surroundings of Kirirom National Park. Established with a vision to blend world-class technology education with sustainable development, KIT offers an exceptional learning environment where students gain hands-on experience in cutting-edge fields such as artificial intelligence, software engineering, robotics, and digital transformation. The institute follows a strong industry-linked curriculum designed to prepare students for global careers while fostering entrepreneurship, leadership, and problem-solving skills. What makes KIT unique is its eco-campus model, where modern infrastructure coexists harmoniously with lush landscapes, promoting sustainability and mindful living. Students from diverse nationalities study together, creating a vibrant multicultural community that enhances cross-cultural understanding. With its commitment to innovation, experiential learning, and real-world application, KIT has rapidly emerged as a regional hub for technology-driven education. The institute also collaborates with international experts, industry leaders, and research organizations to offer exposure to emerging trends and global best practices. KIT continues to play a pivotal role in shaping future-ready professionals who can drive digital transformation and contribute meaningfully to society.

## **Indian Tourism And Hospitality Congress (ithc)**

ITHC is a non-political, non-commercial organization of tourism academics. It was formed in 2002 by a group of leading tourism and hospitality academicians with the purpose to enhance the standard of teaching and research, further to promote its orderly growth and development needed to cater to the tourism industry.

## **ABOUT THE CONFERENCE**

Tourism today stands at a pivotal moment shaped by climate uncertainty, cultural revival, digital transformation, and rapidly evolving traveler motivations. As destinations grapple with balancing economic vitality and ecological responsibility, the theme "Sustainable Tourism Futures: Integrating Contemporary Travel, Sacred Landscapes and Living Heritage" presents a forward-looking, holistic vision for global tourism development.

This theme recognizes that sustainability extends far beyond environmental protection. It encompasses the preservation of sacred geographies, heritage corridors, spiritual tourism circuits, community identities, and living cultural traditions. Sacred landscapes, religious sites, and intangible heritage systems hold narratives that must be protected through responsible, community-led and culturally sensitive tourism approaches.

The conference aims to explore how contemporary tourism practices, including digital technologies, innovative hospitality models, and regenerative travel behaviours, can be aligned with heritage conservation, cultural continuity, and community well-being. It encourages tourism to evolve from extractive systems into models rooted in regeneration, authenticity, cultural humility, and respect for local ways of life.

The discussion also invites reflection on critical questions that define the future of global tourism:

- How can contemporary technologies enhance heritage interpretation without diluting authenticity?
- How can sacred landscapes and spiritual tourism circuits be conserved through inclusive, responsible tourism approaches?
- How can hospitality excellence create meaningful cultural encounters that honour local traditions?
- How can religious tourism routes be managed sustainably while safeguarding sanctity and community rights?
- How can communities take leadership in decisions related to their living heritage and cultural tourism planning?
- How can global travellers contribute to cultural preservation rather than commodification?

Positioned within this dynamic intersection of culture, heritage, environment, and digital innovation, the conference seeks to bring together scholars, practitioners, policymakers, and industry leaders to co-create pathways for a regenerative, community-led and culturally immersive tourism future.

### **Sub-Thematic Areas**

The sub-thematic areas explore more focused dimensions of the conference theme by examining how sacred landscapes, cultural expressions, environmental systems, and digital technologies intersect in shaping the future of tourism. They cover issues such as heritage conservation, visitor behaviour, community participation, and digital interpretation in heritage destinations.

These areas also highlight the importance of regenerative tourism practices, ethical safeguards for culturally sensitive spaces, and governance models that prioritise community leadership and cultural rights. Additionally, they address the role of smart technologies, artificial intelligence, and immersive tools in enhancing heritage understanding while maintaining authenticity. Together, these sub-themes invite practical, theoretical, and policy-driven contributions that strengthen sustainable tourism futures grounded in cultural integrity, ecological responsibility, and digital innovation.

### **Its main goals are to:**

- Promote exchange of ideas, research, and best practices in sustainable and digital tourism.
- Strengthen networks between academia, industry, communities, and government.
- Encourage experiential learning through visits to Cambodia's cultural and heritage sites.

### **Thematic Areas**

- Sustainable tourism futures and regenerative destination development.
- Conservation of sacred landscapes, pilgrimage routes, and living heritage.
- Digital transformation, smart technologies, and immersive heritage interpretation.
- AI applications in tourism planning, visitor experience, and heritage protection.
- Community-led tourism governance and cultural rights preservation.
- Contemporary travel behaviour and emerging motivations in spiritual & heritage tourism.
- Cultural revival, identity strengthening, and traditional knowledge systems in tourism.
- Responsible hospitality practices for meaningful cultural encounters.
- Climate resilience, ecological stewardship, and low-impact tourism models.
- Digital storytelling, virtual heritage, and technology-enabled interpretation

- Economic models for sustainable cultural and religious tourism circuits.
- Ethical frameworks for tourism in sacred and culturally sensitive destinations.
- Policy innovations for heritage conservation and tourism sustainability.
- Integration of culture, environment, and technology in future tourism landscapes.
- Case studies showcasing sustainable, digital, and community-centred tourism practices.

Note: Above list of thematic areas is not exhaustive. Related research contributions are also highly appreciated.

## Tracks & Topics

- AI, Smart Technologies & Digital Transformation in Tourism
- Sustainable Tourism Practices, Green Experiences & Climate-Resilient Travel
- Cultural Heritage, Community Tourism & Local Value Creation
- Tourism Business Models, Entrepreneurship & Global Value Chains
- Customer Experience Enhancement through AI, Analytics & Service Innovation
- Digital Marketing, Social Media Influence & E-Tourism Dynamics
- Human Resources, Skills Development & Future Workforce for Tourism 4.0
- Crisis Management, Risk Preparedness & Tourism Recovery Strategies
- Tourism Policy, Governance, Ethics & Regulatory Transformations
- Case Studies on Digital, Sustainable & Community-Based Tourism Innovations

## WHO CAN ATTEND?

The conference is aimed at providing a meeting ground for the intellectual and professional resource base in tourism and hospitality. It welcomes for participation, all of the following:

- Academicians
- Policy Makers
- Travel Writers
- Research Scholars
- Entrepreneurs
- Trade Professionals

## CONTRIBUTION

Persons interested to participate in the conference are welcome to contribute their research papers/ research notes/ case studies/ brief research notes on the themes or related subjects with specific recommendations for discussions in technical sessions. Abstract of maximum 300 words in MS-word format (letter size 12 point, Times New Roman font) should reach on the following address: [info@ithc.in](mailto:info@ithc.in)

## CONTENT OF PAPERS

Papers should demonstrate critical rigour and make clear their contribution to knowledge. They should also state their implications in relation to the theme of the conference, and their contribution to one or more of research, education, policy or practice.

## PUBLICATION OF ACCEPTED PAPERS

Prior to the conference, Indian Tourism and Hospitality Congress plans to bring out a special issue of International Journal 'Tourism Innovations' and an edited book from a reputed publisher bearing ISBN number. It is desired that research papers should be submitted for Journal and Book well in time and strictly as per the guidelines.

## FORMAT FOR PRESENTATIONS

The presentation should be prepared using Microsoft PowerPoint. The presentation will then be copied onto a CD Rom and will be ready for you to present at your allotted time. Not more than 15 PowerPoint slides should be included covering background, aims, methodology and findings.

## CONFERENCE ADVISORY COMMITTEE

**Prof. S.P. Bansal,**

Hon'ble Vice Chancellor,

Central University of Himachal Pradesh, India

*President,*

*Indian Tourism and Hospitality Congress*

## ORGANIZING SECRETARY

**Mr. Kenzaburo Bekku**

President, Kirirom Institute of Technology

Phnom Penh, Cambodia.

**Prof. Sandeep Kulshreshtha**

Director, Tourism studies and Academic Collaboration,

Central University of Himachal Pradesh, India

*Sr. Vice President, Indian Tourism and Hospitality Congress*

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## CONFERENCE ACADEMIC SECRETARY

**Prof. Prashant Gautam**

University Institute of Hotel and Tourism Management,

UIHTM, Punjab University, India

*Treasurer & Central office Secretary, Indian Tourism and Hospitality Congress*

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## REGISTRATION FEE

(Before 10 January 2026)

For ITHC Member: **₹82,500 + 5% GST**

Non-Member: **₹82,500 + 5% GST**

(After 10 January 2026)

Revised rates will apply as per updated communication.

**Fee Includes:** Conference Kit, All meals during conference, Return airfare, Accommodation, Sightseeing, Visa, Transfers

### TOUR ITINERARY: 3 NIGHTS / 4 DAYS

#### DAY 01: PHNOM PENH – CITY TOUR

- Arrival at Phnom Penh International Airport
- Early check-in at 4★ hotel, Lunch at Indian restaurant
- Royal Palace & Silver Pagoda, Wat Phnom Temple, Sunset Mekong River Cruise
- Dinner at Indian restaurant
- Overnight stay in Phnom Penh

#### DAY 02: CONFERENCE + TRANSFER TO SIEM REAP

- Breakfast at hotel
- Half-day Corporate Conference at hotel
- Lunch at Conference Venue
- 02:30 PM – Transfer to Siem Reap via A/C coach
- Check-in at 4★ hotel
- Dinner at Indian restaurant (Siem Reap)
- Overnight stay

#### DAY 03: ANGKOR WAT + APSARA SHOW

- Sunrise visit at Angkor Wat
- Return to hotel for breakfast
- Full-day guided Angkor Wat tour, Lunch at Indian restaurant
- Continental Dinner with Traditional Apsara Dance Show
- Overnight stay at Siem Reap

#### DAY 04: ARTISANS ANGKOR – DEPARTURE

- Breakfast at hotel
- Visit Artisans Angkor Handicraft Centre
- Packed Lunch
- Transfer to Phnom Penh International Airport
- Departure



## INCLUSIONS

- Return Airfare
- 03 Nights Hotel Stay (Twin/Triple sharing)
- All Meals as per itinerary
- Conference Hall (Day 2)
- A/C Coach for tours & transfers
- English-speaking guide
- Entry tickets
- Mekong River Cruise
- Apsara Dinner Show
- Cambodia Visa

## EXCLUSIONS

- Personal Expenses (Laundry, Minibar, Room Service)
- Travel Insurance
- Anything not mentioned in inclusions

## PAYMENT SCHEDULE

Booking Amount: ₹15,000 per person – At confirmation

2nd Instalment: ₹25,000 per person – Within 15 days

Balance: 30 days before travel

## FLIGHT DETAILS

24 Feb 2026 – DEL → KTI | 23:30 – 06:05 (+1)

28 Feb 2026 – KTI → DEL | 19:00 – 22:30

## OFFICIAL TRAVEL PARTNER

Himanchal Tours & Travels

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