

**1<sup>st</sup> International Virtual Conference  
on  
Rural Tourism  
Challenges, Scope & Entrepreneurship Development**

**Venue:** DIT University Dehradun Uttarakhand (India).

**Date:** 12-13 September 2020

<http://varderingindia.com>

**(SCOPUS/INDERSCIENCE/WOS  
INDEXED PUBLICATION)**

Organized by  
**CPLD, Vardering India, Dehradun**

In Collaboration with  
**DIT University Dehradun, Uttarakhand, India**

Supported by  
**Tech Counsellor (Technical Partner)**

Publication Supported by  
**Scopus/InderScience/WOS Indexed Journal**



**About Conference:**

The 21st century is witnessing that the world is almost up to its neck with big cities, skyscrapers, never ending roadways and chaotic lifestyles. Now, while travelling it is the need of the person to rejuvenate soul and refresh the eyes always. The next big thing in travel is going to be rural tourism. Closer to man's origin, nature's care and spiritual presence.

The new phenomenon in tourism is Rural Tourism – it creates the sense of belongingness towards villages, culture, foods, climate, health and subsequently it creates entrepreneurship.

**About CPLD:**

Centre for Policy and Leadership Development (CPLD) is an international forum, which is designed to facilitate the expression of views, exchange of ideas and knowledge in applied research. CPLD invites high quality of papers and write-ups that will be discussed and reviewed by peer professionals.

A policy is a desired outcome that policy-makers wish to achieve. Leadership is evolving with changes in the world as per the requirements of the policy. It has been realized to study the various policies and the leadership consistency towards it. CPLD is intent to work/research on various policies worldwide which is a concern to flora and fauna. CPLD is providing a platform to research scholars for the successful outcome of their research work specially in the field of Economics, Management, Tourism, Environment and all other issues which is directly correlated with leadership as a policyholder.

**About Tech Counsellor:**

Tech Counsellor (R2E Technologies Private Limited) is a digital platform providing technical and business consultancy services to academia and industry. A Research and Innovation driven company and a recognised STARTUP by DPIIT Government of India and Uttarakhand Startup Council Government of Uttarakhand based out at Uttarakhand (India), is focusing on EduTech domain.

Tech Counsellor, is trying to bridge out the gap between Academia and Industry by executing strategies for Research, Business Consultancy, Technical Consultancy and support in digital branding to Individuals, Educational Institutions and Universities; and to Startups.

**About DIT University:**

An educational oasis located in the peaceful and pristine greens of Doon Valley, DIT University is a goldmine of opportunities for students. A campus with over 5000 students, coached by highly distinguished faculty using the latest teaching aids, excellent hostel facilities, and a vision that drives us to ensure imparting wholesome technical education to our students, is what sets us apart from the run-of-the-mill engineering Universities spread all over the country. Our programs have been developed in collaboration with leading industry professionals and academic stalwarts to ensure relevant content, to best prepare the students, for the workplace.

A holistic approach towards education has lead DIT University to excellent placements in quality as well as in numbers making it outstanding year after year. With an impressive array of facilities viz theater-style lecture halls, modern labs, conference and seminar halls, high-tech Learning Resources Center, airy student residences, mess serving wholesome meals, indoor and outdoor sport facilities and a state-of-the-art IT Center, DIT University is a well-proven route to future success.

# Delegates

## Conference Committee:

- **Dr. Santosh Rangnekar**, Professor, Department of Management Studies, IIT, Roorkee, India
- **Dr. Kanesh Rajah**, Executive Director, Centre for Executive & Professional Development, London, UK
- **Dr. Paulina J.J. Liu**, Chair Department of Tourism and Hospitality, Taiwan
- **Prof. Enrico Panai**, Digital Humanities, University of Sassari, Italy
- **Dr. Dipra Jha**, Professor Lincoln University, USA
- **Dr. Kasum Abeynayaka**, Director, CoP, Ministry of Tourism Sri Lanka
- **Ms. Spomenka Saraga**, Film Producer & Traveller, Croatia
- **Dr. Harish Purohit**, Dean Department of Management, Doon University, Dehradun, India
- **Dr. Hemraj Verma**, HOD, DIT University, Uttarakhand, India
- **Dr. Preeti**, Department of Management, DIT University, Uttarakhand, India
- **Prof. Ajay Saini**, Graffice Era Hill Iniversity, Dehradun, India
- **Ms Chanda Neupane**, Entrepreneur & Traveller, Nepal
- **Dr. Tamara Ratz**, Professor in Tourism, Kodolanyi Janos University, Hungary
- **Prof. Tan VO Thanh**, La Rochelle Business School, France
- **Dr. Aydogan Ayedogdu**, Vice Dean Kastamonu University, Turkey
- **Dr. I. Raisal**, Sr. Lecturer, DoM, South Eastern Unniversity, Sri Lanka
- **Prof. Dinesh Vallabh**, Buffallo City University, South Africa
- **Dr. Amit Mondal**, Assistant Professor, Selection Grade, Manipal Academy of Higher Education, Dubai
- **Dr Vivek Kuandal**, Sr. Technical Leader, Education and Competency Development (ECoDe), KPIT Technologies Limited, Bangalore, India
- **Dr. Teena Saharan**, Associate Professor, HR&OB, Doon Business School Group, Uttarakhand, India
- **Dr. Pushpa Kataria**, Associate Professor, Doon Business School, Uttarakhand, India
- **Dr. Bhagwati Prasad Joshi**, HOD, Applied Science, Seemant Institute of Technology, Government of Uttarakhand
- **Mr. Akhilesh Singh**, HOD, Electrical Engineering, Seemant Institute of Technology, Government of Uttarakhand, India
- **Dr. Sunil Semwal**, HOD, Electrical Engineering, Tulas Institute, Dehradun, India
- **Mr. Diwaker Pant**, Electrical Engineering, Tulas Institute, Dehradun, India
- **Mr. Lalit Singh Garia**, Assistant Professor, Kumaon Engineering College, Government of Uttarakhand, India
- **Ms. Sakshi Gupta**, Assistant Professor, Civil Engineering Department, Graphic Era Deemed to be University, Uttarakhand, India
- **Mr. Mukesh Chandra Kestwal**, Innovation Manager, Tech Counsellor, Uttarakhand, India
- **Mr. Lochan Varshney**, Assistant Professor, Galgotias College of Engineering & Technology, Greater Noida, India



**PATRON**  
**Dr. Kuldeep K Raina**  
 Vice Chancellor  
 DIT University  
 Uttarakhand, India



**KEY NOTE**  
**Caroline Ungersbock**  
 Chair and Co-Founder  
 Sustainable Tourism Partnership  
 Programme, South Africa



**KEY NOTE**  
 Prof. (Dr.) Surat Kumar Lenka  
 Director  
 Indian Institute of Tourism & Travel  
 Management, (An Autonomous  
 Body under Ministry of Tourism,  
 Govt. of India)  
 Dumuduma, Bhubaneswar, India

**JOIN US**

**Become A SPONSOR!**



# 1st INTERNATIONAL VIRTUAL CONFERENCE ON RURAL TOURISM: CHALLENGES, SCOPE & ENTERPREURSHIP DEVELOPMENT

12-13 September 2020

Submit your quality paper on or before 31st July 2020 at [submit.cpld@gmail.com](mailto:submit.cpld@gmail.com)

## Tracks for ICRTCPLD2020

- Impact of Advanced Digital Technology on Tourism
- Design and Value Creation for New Destinations
- Creativity, Innovation and Entrepreneurship for Rural People
- E-Tourism and E-Health in Rural Area
- Connectivity and Security in Rural Tourism
- Business Sustainability and Environmental Resilience
- Business Governance, Family Business and Hidden Champions
- Business Co-creation and Industrial Ecosystem of the Future
- International Collaboration and Technology

## ICRTCPLD - 2020 Virtual Conference

12 & 13 September 2020

Due to current pandemic of COVID-19 the conference organizing committee DIT University, Dehradun and Vardering India, it has been decided that the 1st International Conference on Rural Tourism: Scope, Challenges and Entrepreneurship Development scheduled on 12 (Sat) & 13 (Sun) September 2020 will be held as a virtual conference. This decision has been taken into consideration of health and travel issues of our participants.

The registration fee (non-refundable) is reduced as below –

Participant Profile	Within India (in INR)	Overseas (in USD)
Delegates from Industry	2500	200
Delegates from Academy	2000	175
Students	1000	100
Accompanying Person	1000	100

**Registration Fee Includes:** • Certificate of Participation / Paper Presentation • Conference Proceedings / Material in Soft Copy • Keep the payment transaction number with you till conference and send scan copy to conference committee. • Registration fee is Non-Refundable. • The contributing paper must be prepared in Docx file. • The paper will be reviewed and evaluated by the Committee. In case of an modification, the paper should be revised and resubmitted in due time. • The invitation letter will be issued after final confirmation. • Conference registration is mandatory.

The paper template and T&C will be as per journal

International Journal of Tourism Policy



New Launch Qualitative Research in Tourism

Elgaronline

Jurnal The Messenger



New Launch Transdisciplinary International Journal of Academic Research

### Account Details:

Name: Vardering India

Account Number: 1556002100015909

ISFC Code: PUNB0155600

SWIFT Code: PUNBINBBDPR

Branch Code: 1556

Bank Code: 024

MICR Code: 248024013

Bank Name: Punjab National Bank

Address: PNB Indira Nagar, Dehradun, Uttarakhand, India, 248001



**1<sup>st</sup> International Virtual Conference  
on Rural Tourism – Challenges, Scope, and Entrepreneurship Development  
(SCOPUS/InderScience/WOS Indexed Publication)**

12-13  
SEPTEMBER  
2020

**Organising Secretary:**

**Dr. Hemraj Verma**  
HOD, MBA, DIT University  
E: hod.mba@dituniversity.edu.in

**Ms. Nisha Sinha**  
E: infocpld@gmail.com

**Technical Secretary:**

**Ms. Renu Thapliyal**  
E: support@varderingindia.com

**Contact:**

Mobile No: +917535990787

@ Tehri Lake, Uttarakhand

Organized by CPLD Dehradun in Collaboration with  
DIT University Dehradun, Uttarakhand, India

Publication Partner: Inder Science (Scopus Indexed Journal)  
Technical Partner: Tech Counsellor

Venue:  
DIT University, Dehradun, Uttarakhand