

transactional pedagogy comprises interactive class room sessions with active student participation through case presentations, group discussion and exposure to real life situation through frequent seminars and workshop conducted by executives and senior faculty members from various Centres of Excellence. The course and the teaching pedagogy are carefully geared up to suit highly competitive and fast changing business environment. In pursuit of driving for excellence the School of Business Studies has taken several initiatives by organising various events.

Venue: Auditorium, Central University of Jammu

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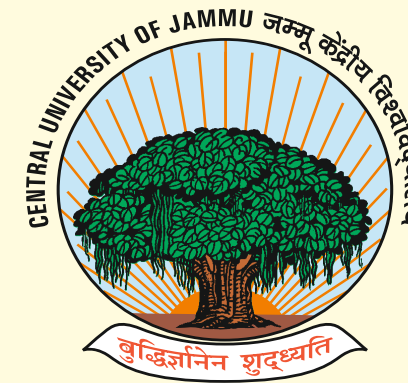
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Sh. Saleem Beg Former Member, National Monument Authority of India
Dr. Zubair Ahmed Dada, University of Kashmir

Conference Chair(s) :

Dr. M.N. Khan, Adjunct Faculty, Central University of Jammu
Dr. Dinesh Sharma, Adjunct Faculty, Central University of Jammu

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अतुल्य! भारत
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National Conference On Destination Branding and Competitive Positioning

6 - 8 September 2018



Sponsored by
Ministry of Tourism, Govt. of India

Organized by
**School of Business Studies
Central University of Jammu, Jammu**

Background:

Destination branding is increasingly becoming a competitive tool for repositioning destinations for specific audience. In tourism, the use of branding is still in its infancy phase. Nevertheless, there is already a plethora of literature that focuses on destination branding as more and more countries have begun to offer holiday destinations to tourists, but a platform for dialogue, discussion and discourse is required for developing the theory. Considering the present context, where the globalized economy has created fierce competition, the tourist nowadays has become price sensitive and quality conscious. Strong branding remains the only weapon that can be used by organisations for attaining sustainable competitive advantage. It can be said in this context, that achieving competitive advantage entails for developing destination competitiveness. The competitiveness of a destination represents a country's ability to create more value. Destinations should therefore transcend brands in order to create "trust marks", a symbol that links a destination emotionally with the desires and aspirations of its tourists and ultimately creates "love-marks. The first stage in the process of building or rejuvenating a destination brand is to establish the destination's core values, which should be durable, relevant and salient for the potential tourist. The values should also represent matters that are deliverable, differentiating and enthralling which resonate with the consumers. The branding of a country should not commence with the country itself, but with the consumers and the marketplace. Furthermore, consideration should be given to how relevant the brand is for the contemporary tourism consumer and how it compares with the brand of key competitors. Because branding involves the creation of mental structures and the assistance given to consumers for organize their knowledge about the products and services concerned, it tends to simplify the customer's decision-making and provide value for the destination. Therefore, in determining the destination's competitiveness, resources available and the customer-demand segments, it is important to comprehend the quality of the experiences that are offered to the visiting population. Destinations should continuously differentiate their offering in order to remain competitive A destination should have a vision. A vision that is shared by all the stakeholders and potential consumers should be clearly expressed in the core values of the brand. The actions of monitoring, evaluation and audit can assist the destination to communicate a clear identity, consistency and a unique brand identity. There fore, this conference covers the development of theory and discuss amongst the practioners for arriving at an action plan for creating a policy framework for destination branding and compitive positioning.

Conference Aim

The broad objective of the conference is to enable academia/ industry/corporate and other professionals to understand and appreciate the intrinsic nuances about Destination Branding and Competitive Positioning through 3Ds viz. Dialogue, Discussion and Discourse. The present conference would try to address various issues related to destination management. This three day conference is expected to be a prime gathering of tourism professionals, academicians, researchers, destination management organizations, representatives of tourism boards, community leaders, scholars, industry practioners, brand managers, marketers, media representatives, advertising consultancies, decision makers, consultants, travel writers, research scholars, entrepreneurs, trade professionals and policy makers where they would share their perspective and create a platform to understand destination-branding process. An attempt would be made to synchronize several branding, positioning and destination- image models that are used in the branding and positioning process. The conference would further provide insights on critical issues of destination branding and positioning/re-positioning strategies. The purpose of this conference is to bring together researchers who are interested in exploring the complex issues of destination marketing, branding and management. This conference will also review developments in the field. The outcome of the conference would lay the roadmap for formulating destination branding and management strategies and would address the overarching principles of sustainable growth, community development, heritage management and conservation.

Conference Objectives

- To provide the context, background and general orientation to the participants about destination marketing, branding and management.
- To clarify the context of branding within destination marketing and to outline the strategic role of branding or re-branding in the positioning or repositioning of a destination.
- To evaluate international trends and best practices in branding and the positioning destinations.
- To determine the current situation regarding destination marketing with particular emphasis on branding and positioning strategies.
- To discuss and determine the methodology that should be followed in executing the destination brand models.
- To determine stakeholder attitudes, experiences and expectations regarding the branding and positioning of tourism destinations.
- To contribute to the body of knowledge in this field and provide stakeholders with guidelines for implementation and identify areas for future research.

We invite the academicians, research fraternity, doctoral students and corporates, to gain experience and learn the nuances of research in emerging areas, especially in Indian Institutional Context. Contributions are invited in the form of research papers under following thematic areas:

Thematic Areas

Destination Marketing • Destination Marketing- Support Systems • The Role of Intermediaries in Destination Marketing • Destination Brand Architecture • Destination Branding/Rebranding • Destination Positioning & Repositioning Strategies • Brand Value Creation • Destination Branding: Way ahead

Note: The above thematic areas are only indicative in nature and not exhaustive.

Submission Guidelines:

- The papers shall adhere to the following:
- ▶ Length: Maximum 5000-6000 words excluding cover page
 - ▶ Margins: 2.5 cm. or 1 inch
 - ▶ Font: Times New Roman, 12 point
 - ▶ Spacing: 1.5
 - ▶ Cover page: Title, author(s), affiliation(s), contact details
 - ▶ Key words: Maximum Four
 - ▶ Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another Conference, or publication will not be considered.
 - ▶ In the copy right form accompanying the paper/abstract, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication. The copy right and registration form is available at the conference link.
 - ▶ Unless expressly indicated otherwise, all correspondence will be with the first named contributor. Receipt of all manuscripts will be acknowledged.
 - ▶ Each submission will be blind reviewed for technical merit and content.
 - ▶ The first page of the manuscript should be the title page. It should contain the title of the manuscript and the name, designation, address, phone number and e-mail address of each contributor.
 - ▶ It is the responsibility of the contributors to guard against possible copyright infringement by them, with respect to the matter taken from other sources and used by them in their writing.
 - ▶ The full papers must be submitted with Abstract. All the figures and tables should appear at the end of the manuscript. They should be properly numbered in Arabic notation and bear appropriate title and labels.
 - ▶ The manuscript should not contain footnotes. References should be placed at the end of the manuscript in APA format before the figures and tables. The list should mention only those sources cited in the text of the manuscript.
 - ▶ A soft copy of the full paper in Microsoft Word should be e-mailed to sbsconferencecuj2017@gmail.com and reach the conference coordination committee as per the dates reflected above.

Important Dates

1.	Submission of Abstracts & Full Papers	August 20, 2018
2.	Intimation of Acceptance of Full Papers	August 22, 2018
3.	Registration on or before	August 28, 2018

Registration Details

Registration fee for the conference is Rs 1500/ for scholars and Rs 20 00/ for academicians & professionals (excluding accommodation) to be paid on or before **August 28, 2018**. The advance payment shall be deposited through demand draft in favour of "**Finance Officer, Central University of Jammu**" payable at Jammu, or through online mode as per the a/c details specified below:

Bank Account No. : 0345040500000002

Branch Details : Jammu & Kashmir Bank Ltd., Bagla (Rahya, Jammu, J&K

IFSC Code : JAKAORAHYAA and **Bank's Branch MICR Code:** 180051018

Accommodation

The delegates will be facilitated for accommodation in the hotels of Jammu City within a minimum range of 10-15 kms from the venue of program. However, charges for the same will be borne by the participants if the same will not be funded by the funding agency.

Central University of Jammu

The Central University of Jammu started functioning from 08th August 2011. University in a short span of time has been able to carve a niche for itself at regional as well at national level. The profile of the University clearly reflects a host of activities executed by different departments/centres/cells in terms of academic, extension and research. The Central University of Jammu came into existence with a mandate to be one of India's leading universities offering innovative, responsive and high quality educational opportunities at undergraduate, post graduate and research levels. University is offering 45 programmes viz. 04 five year integrated programmes, 16 Post Graduate, 20 Research oriented, 02 Vocational types at Under-graduate level, 01 Certificate course and 01 Diploma course under the Community College and 02 Research Chairs.

School of Business Studies

School of Business Studies is offering two-year full time MBA, MBA (Human Resource Management), MBA (Tourism and Travel Management), MBA (Marketing Management), Integrated M.Phil-Ph.D (Human Resource Management), Integrated M.Phil-Ph.D (Tourism and Travel Management), B.Voc (Tourism Management) and B.Voc. (Retail Management) programmes. These programmes are aimed to equip students with multifaceted skills relevant to the contemporary business in general and HRM, Tourism, Supply Chain Management and Retail Management industry in particular to meet the needs of the changing and challenging social/business scenario. The School of Business Studies started functioning in 2012 with an intention of imparting training to those aspirants who would be best suited to take up the administrative, managerial and entrepreneurial challenges of the HRM/ Tourism/Supply Chain Management/Retail Management industries. The programmes cover the general management and industry driven curriculum which equips students with the analytical, strategic and policy making skills for serving both commercial business houses and the public sector undertakings. The