



T-H-E NARXOZ 2019

International Academic–Practical Conference

INNOVATIONS, TECHNOLOGY & TRENDS

IN TOURISM–HOSPITALITY–EVENTS (T-H-E)

April 19-20, 2019 | Narxoz University | Almaty, Kazakhstan

Conference website: <https://the-narxoz-2019.syskonf.pl>

*Related events: Creative Spark; Online Ambassadors of Almaty;
Kazakhstan International Tourism Fair KITF 17-19.04.2019*

Suggested fields for presentations during the conference T-H-E Narxoz 2019:

1. **New technologies, Artificial Intelligence and Data Science** (needs of incorporation of them into the next generation tourism sector development; current limited data; perspectives of statistics research, etc.).
2. **MICE Industry** – conferences, congresses, incentive travel, exhibitions and business events (lacking of understanding; underdeveloped framework in Central Asia; limited attempt to incorporate policies, etc.).
3. **City tourism** – culture, festivals, entertainment, clubbing, shopping (concentration of arrivals of foreign tourists; opportunities and threats; underdeveloped destination management policies, brand as a factor of city attractiveness for investors, etc.)
4. **Green Tourism** (environmental friendly tourism has been a core in many policy related work around the globe; still not well planned in Central Asia; reasons for the delay in adoption, rural tourism and eco-tourism perspectives; case studies etc.).
5. **Niche market tourism** – special interest and hobby related (still underdeveloped in the region; Central Asia has not capitalized on this; case studies from other countries could help, etc.).
6. **The infrastructural policies and investment on tourism sector** (the situation in central Asia is well below global standards; where are we heading on this aspects? Comparable analysis with countries in Southeast Asia could offer some insights, etc.).

Suggested topics for presentations and debates from the educational point of view:

- Concerted effort needs to be dwelled on courses, practical and professional alike, in higher education institutions to keep up with changing trends and awareness;
- Course offerings need to be updated, valid to enhance the quality of learning among students and professionals;
- Increased efforts to promote the lucrative outcomes and attractiveness of tourism. Case studies could be a good source;
- Advertising, entertainment, promotion and event management related courses must have synchrony and relevance so as to increase the practicality and relevance to students and professionals alike.
- Accreditation of such sources will enhance attractiveness of courses offered by universities.

Who should participate?

- Tourism-Hospitality-Events academic teachers and researchers from Kazakhstan and abroad
- Representatives of T-H-E industry
- Representatives of international companies and associations
- Media covering tourism and events

Conference languages: English and Russian. Simultaneous translation will be provided.

Important Dates

- Submission of abstracts (see requirements below): 7th March, 2019
- Submission of the final papers: 31th March, 2019
- Registration of all participants, partners and exhibitors: 31th March, 2019.

Publication. Accepted full conference papers will be published in a form of electronic monograph (e-book). The organizers plan to publish also a selected conference papers in form of academic journal. Articles are accepted in English, Russian and Kazakh.

Info for the authors: Please submit your abstract to the conference coordinator until 7st March, 2019 to the email address: wroblewski.slawomir@narxoz.kz Abstracts in English should be 400 words including references and key words (one standard a4 page maximum, in Word, Times Roman size 12). Each paper must be no more than 3500 words including list of references. All references should be in APA Style. A conference peer review committee will review submitted materials and authors will be informed about the decision / comments before the 18th March, 2019.

Registration fees

- The conference registration fee in the amount of \$100 (one hundred US Dollars) includes conference materials along with speakers presentations, all coffee breaks and Friday lunch;
- Discounted fee: \$50 (fifty US Dollars) for CIS country academics; \$20 (twenty US Dollars) for PhD students/students;
- Invitations to Ambassadors Gala and Almaty City Tours available on sale (info upon request).

Sponsoring and exhibiting opportunity

The conference creates an excellent opportunity to present products and services through exhibition stands, distribution of materials, displaying logos and personal networking. Along with numerous accompanying events and the distribution of information in the media, there will be several thousand of recipients within the tourist industry Worldwide. An offer for Sponsors and Business Partners will be provided upon request.

Accommodation

The organizers will send a list of recommended hotels - partners of the conference upon any request. Pre- and post-conference sightseeing tours will be available.

Contact information

Narxoz Business School – Tourism Department; 55 Zhandosov St. Almaty, Kazakhstan
Conference Coordinator: Slawomir Wroblewski, wroblewski.slawomir@narxoz.kz

The updated programme and registration:
<https://the-narxoz-2019.syskonf.pl>

Draft Conference Program

April 19, 2019, Friday

9:00 – 10:00. Registration and Welcome coffee. Visiting exhibition of innovations and technology for tourism.

10:00. Opening: Andrew Wachtel, Ph.D., rector of Narxoz University.

10:15 – 13:00. Session 1: “News in research: emerging niches and global trends”

Session Chair: Slawomir Wróblewski

- **“Meetings & Events”** – Rob Davidson, Ph.D. MICE Knowledge, Great Britain (TBC)
- **“Why we need to cooperate? – Evolution of inter-organizational relationships as the result of sharing economy’s development”** – Piotr Zmysłony, Ph.D. Poznań University of Economics and Business, Poland
- **“Rural and eco-tourism nowadays”** – Janusz Majewski, Ph.D. Poznań University of Life Science, Poland
- *Coffee break*
- **“From the experience of the tour-operator in Kazakhstan”**
- **“Kazakhstan tourism industry development program”**
- Questions & Answers.

13:00 – 14:00 *Lunch. Visiting exhibition of technologies for tourism.*

14:00 – 17:00. Session 2: “Technology in contemporary tourism business: trends and challenges”

- Introduction the session: Jayarethanam Pillai, Ph.D. The Division Head of Business and Dean – School of Entrepreneurship and Business Administration, American University of Central Asia
- **“The Digital Business Traveler”** - Aleksey Yanchin, Country Manager, SABRE Kazakhstan
- **“Technology in a modern hotel”**
- **“Trends in exhibitions”**
- *Coffee break*
- **“Modern technology in promotion”**
- **“Modern technology in mega-events”**
- Questions & Answers.

19:00 Almaty Congress Ambassadors Gala (upon invitations)

Keynote: Lina Ostapchuk, Head of Tourism, City of Lviv, Ukraine

April 20, 2019, Saturday

10:00 – 12:00. Session 3: News in teaching: specializations and methods.

- **“Institutional challenges in development of tourism in Kazakhstan”** - Pavel Nartov, Narxoz University
- **“Tourism as an academic discipline – international experience”**
- *Coffee break*
- **“What and how to teach students of tourism”** – Elena Abenova, Tourism & Service Department, Narxoz University
- **“Distance learning, technologies, practical experience”**
- Panel of experts and discussion

10:00 – 12:00 Paralel Sessions

- Innovative products presentations (on request, companies interested in presentations of their products, commercial offers are welcome to contact the organizers).

12:00 – 13:00. Summative session. Certificates.

Social program (separate registration required)

13:30 – 17:00 Almaty City Tour

CONFERENCE REGISTRATION FORM

**International Academic–Practical Conference
INNOVATIONS, TECHNOLOGY & TRENDS IN TOURISM–HOSPITALITY–EVENTS (T-H-E)
April 19-20, 2019 | Narxoz University, Almaty, Kazakhstan**

YES! I would like to participate in the Conference “INNOVATIONS, TECHNOLOGY & TRENDS IN TOURISM–HOSPITALITY–EVENTS”. Please send me a confirmation of acceptance and /or information regarding payment.

Mode of participation (select one):

- Participant - standard (100 USD / 37 500 Tenge)
- Participant with a discount (50 USD / 18 500 Tenge)
- PhD Student / Student
- Exhibitor / Partner / Sponsor Under a separate agreement
- Organizing team member Upon confirmation by the organizers.

- I would like to submit conference paper (Speaker) Title of paper
-
- I would like to participate as Exhibitor (Y/N)..... or Sponsor (Y/N) Please send me an offer to my email

Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/>	
Last name	
First Name	
Position (e.g. Professor, Dr, Director, General Manager)	
Organization (full title) and the address	
E-mail	
Telephone	
Area of interest	
Name of person or company for invoicing	
Your signature	

Please submit this form electronically by 31 March 2019 to the email of the organizing bureau [wroblewski.slawomir@narxoz.kz] or register at <https://the-narxoz-2019.syskonf.pl>