



# 7<sup>TH</sup> INTERNATIONAL HOSPITALITY & TOURISM CONFERENCE

UNIVERSITI TEKNOLOGI MARA

GUARDIANS OF CULTURE  
COMMITMENT TO HERITAGE SUSTAINABILITY IN HOSPITALITY AND TOURISM

[ithca.org/ihtc2024](http://ithca.org/ihtc2024)  
**CALL FOR PAPERS**

Academicians, researchers, post-graduate students as well as practitioners are invited to present their research under the broad discipline of sociology, gastronomy, anthropology, economy, management as well as other relevant disciplines; where its applications are relevant to the area of hospitality, tourism, events and other tourism related sub-sectors.

## Important Dates

<b>Full Paper Submission deadline</b>	<b>30<sup>th</sup> October, 2024</b>
Registration & payment deadline	October 30 <sup>th</sup> , 2024
IHTC conference	December 2 <sup>nd</sup> - 4 <sup>th</sup> , 2024
<b>Publication in IMBR</b>	<b>Early 2025</b>

## PARTICIPATION FEES

Regular Participant: RM 1400 (300 USD)  
Listener : RM 450 (USD 100)

The Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM) is proud to announce the 7<sup>th</sup> International Hospitality and Tourism Conference (IHTC) 2024 with the theme “**Guardians of Culture: Commitment to Heritage and Sustainability in Hospitality and Tourism**”. IHTC 2024 aims to disseminate fresh and informative insights relating to post-pandemic studies within the hospitality and tourism industry. This conference serves as a platform for academicians, post-graduate students, industry practitioners and the government to share and discuss ideas, reflecting past experiences during the pandemic as well as synergizing strategies for present and the future. We welcome empirical research; socio-psychological studies, in-depth qualitative research studies and review articles are also encouraged. For all accepted papers, full papers will be published in **Information Management and Business Review (IMBR), indexed in ERA Journals.**

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Selected Papers will be published in:

**Scopus**<sup>®</sup>