

THE 3<sup>RD</sup> INTERNATIONAL CONFERENCE ON LINKING INDUSTRY  
WITH ACADEMIA IN TOURISM AND HOSPITALITY SECTOR IN  
DEVELOPING COUNTRIES

# Green and Blue Tourism Strategies Towards Sustainability and Digitalization

Gran Melia Hotel Arusha  
21<sup>st</sup> - 22<sup>nd</sup> NOVEMBER 2024



**National College of  
Tourism**



**Tshwane University of  
Technology**



**Kenya Utalii College**

**CALL FOR  
ABSTRACTS**

Organized by  
**National College of Tourism, Tanzania in collaboration with  
Tshwane University of Technology, South Africa and Kenya  
Utalii College, Kenya.**



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# **Green and Blue Tourism Strategies Towards Sustainability and Digitalization**



**Guest of Honor**  
**Hon. Angellah Kairuki**  
**Minister of Natural Resources and Tourism**



**Host**  
**Dr. Florian Mtey**  
**Principal**  
**National College of**  
**Tourism**  
**Tanzania**



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**National College of**  
**Tourism**  
**Tanzania**

**Gran Melia Hotel Arusha**  
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## Registration

Early Registration

Internationals: USD 400

Late Registration: USD 450

Residents: TSH 400,000

Students: USD 120

# LIATH-DC 2024

## SUB THEMES

- Community-based Tourism;
- Green Practices in Hospitality & Tourism;
- Food and Wine Tourism;
- Culinary Arts;
- Climate Change and Tourism Development;
- Coastal & Marine Tourism;
- Innovative Models for Green and Blue Tourism;
- Emerging Markets for Green and Blue Markets;
- Emerging Hospitality Practices;
- Waste Management in Hospitality;
- Tourism and Hospitality Entrepreneurship;
- Technological Issues in Tourism and Hospitality;
- Employability and Behavioral Changes for Greener and Blue Tourism;
- Metaverse and Internet of Things in Hospitality & Tourism;
- Case studies on Successful Green Initiatives in Hospitality;
- Wildlife Tourism;
- MICE Tourism;
- Hospitality education and training;
- Forest & Nature Based Tourism.

Contact



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## SUBMISSION GUIDELINES

1. *Only completed draft papers will be considered for the conference. All abstracts will be subjected to double-blind review by at least two reviewers.*
2. *Acceptance of submission will be based on: Theme or title, Originality, Clarity, Relevance, and Contribution. Posters in specific areas are encouraged.*
3. *Practitioners should submit their presentations based on practical experiences one month before the conference (30th Sep 2024).*
4. *All papers should be written in English.*
5. *The text should be single-spaced, 12 font size, in Times New Roman font, maximum of 20 pages including references (Harvard style), tables, and figures.*
6. *All papers will be published in the conference proceedings.*

## IMPORTANT DATES

Abstract Submission Deadline:	31st May, 2024
Notification of Abstract Acceptance :	15th June, 2024
Deadline for Early Registration:	30th Aug, 2024
Submission of Full Paper:	30th Sep, 2024
Deadline for Late Registration:	15th Nov, 2024



# MINISTRY OF NATURAL RESOURCES AND TOURISM NATIONAL COLLEGE OF TOURISM

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Theme  
Green and Blue Tourism Strategies Towards  
Sustainability and Digitalization

## HIGHLIGHTS



**REGISTER NOW**

LIATH 2024

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# Conference Keynote Speakers



**Honorable Professor Adolf Mkenda,**  
**Minister of Education, Science, and**  
**Technology, Guest of Honor on Closing**  
**Day.**



**Dr Hassan Abbas, Permanent Secretary**  
**Ministry of Natural Resources and**  
**Tourism - Highlights on Tourism**  
**Marketing Strategies**



**Prof. Lena Mossberg**  
A Senior Researcher in marketing  
at Gothenburg University, Sweden,  
and a Professor in innovation at  
Nord University, Norway. With a  
Ph.D. in Business Administration.



**Prof. Goodluck Charles**  
A researcher, trainer, and consultant in  
entrepreneurship, public policy, and  
marketing and founder of Enterprise  
Finance Limited (EFL) for  
microfinance in Tanzania



**Anthony Mbehelo - Principal**  
**Kenya Utalii College**



**Lydia Phoebe Jengo**  
**Hospitality Industry Expert**



**Dr Patrick Ebewo - TUT**  
**Enterprise and Entrepreneurship**  
**Development.**

## SCIENTIFIC COMMITTEE

<b>Prof. Jan Kuever</b>	<b>DITSL, Witzenhausen, Germany.</b>
<b>Prof. Jani Dev</b>	<b>University of Dar es Salaam - Tanzania</b>
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# Post Conference Safari



## Ngorongoro Crater

(Day Trip)

Embarking on a fleeting  
voyage to the Ngorongoro  
Crater post-conference.

**Non East African  
Citizens: USD 215**

**East African Citizens:  
TSH 300,000**



## Serengeti National Park

(2 Days, 1 Night, )

Embark on a thrilling safari to  
Serengeti National Park post-  
conference.

**Non East African  
Citizens: USD 655**

**East African Citizens:  
TSH 750,000**

## Prices Include



After Conference, participants have the option to journey to Ngorongoro for a day at USD 215/TSH 300,000 for EAC Citizens or explore the Serengeti National Park for a two-day, one-night experience at USD 655/TSH 750,000 for EAC Citizens



All-inclusive packages cover everything from meals to camping amenities, entry fees, snacks, water, and VAT. Experience nature, create memories, and relax without worries.



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