

Dear Reader

Greetings !!

Faculty of School of Hotel Management, Sikshya "O" Anusandhan University, Bhubaneswar is proud to publish its 1st ever annual Journal IJHAR (**International Journal of Hospitality and Research**). The Journal aims at publishing genuine work in the field of Hospitality & Tourism submitted by Scholars in Academics, Industries & Government Departments.

A section of book reviews and News & Events is included as well to have the readers updated regarding happenings in the Hospitality & Tourism fields.

Amongst the premier institutes offering Tourism and Hospitality Education in the country, School of Hotel Management, Bhubaneswar, Orissa is one of them. Since its inception in the year 1995, the very prestigious Siksha "O" Anusandhan Trust, started with various high quality professional courses like Engineering, MBA, MCA, Pharmacy, MBBS, BDS, Nursing and Bio-Technology. It was in the year 2004, a hospitality management institute named School of Hotel Management was included under the umbrella institutions of SOA Charitable Trust. Till the year 2007, the institute was affiliated to BPUT, Orissa. In the academic year 2007-08, the institute was awarded the status of a deemed University by the University Grants Commission (UGC). The institute duly approved by the All India Council of Technical Education (AICTE), New Delhi, Ministry of HRD. The School of Hotel Management is the only hospitality institute in Orissa which is approved by AICTE.

In this regard, I seek your kind co-operation, as you know your contribution will certainly help us to bring out the journal successfully.

Guidelines for Contributors

Please send research papers / articles / book review in Microsoft word format to the secretary through author's email address to sanghamitra77@rediffmail.com.

Language: All manuscripts should be in English language.

Title Page: It should include title; concise and informative. Avoid abbreviations and formulae where possible. Please indicate the name clearly. Present the author's affiliation addresses below the names. Provide the full postal address of each affiliation, including the country name, and, if available the e-mail address, and telephone number of each author. Please clearly indicate who (corresponding author) is willing to handle correspondence at all stages of peer review and publication.

General Rules for Text: Please use the following rules for whole text, including abstract, keywords, heading and references.

Font: Times new Roman, Size: 10

Paragraph Spacing: Above paragraph – 0 pt, Below paragraph – 4 pt

Line Spacing: Fixed – 12 pt

Heading 1: Times New Roman; Size – 10; Bold; For Example, **1. Introduction**

Heading 2: Times New Roman; Size – 10; Italic; For Example, *1.1 Research Methods*

Heading 3: Times New Roman; Size – 10; For Example, 1.1.1 Analysis Result

Abstract: A Concise and factual abstract is required (Maximum length of 150 words). The abstract should state briefly the purpose of research, methodology, result and major conclusions.

Keywords: Immediately after the abstract, provide a maximum of 8 keywords, avoiding general and plural terms: only abbreviations firmly established in the field may be eligible.

Subdivision of the article: Divide your article in to clearly defined and numbered sections. Subsections should be numbered 1., 2. (then 1.1, 1.1.1, 1.1.2), 1.2, etc. Use this numbering also for internal cross referencing: do not just refer to 'the text'. Authors are urged to write as concisely as possible, but not at the expense of clarity.

Figure legends, figures, schemes: Present these, in this order, wherever appropriate in the text. High-resolution graphics file must always be provided in the main text file.

Tables: Present tables, at the appropriate place of the article. Avoid vertical rules. Ensure that the data presented in tables do not duplicate results described elsewhere in the article.

Formula: The text size of formula should be similar with normal text size.

References: Citations in the text should follow the referencing style used by the American Psychological Association. You may refer the "Publication Manual of the American Psychological Association", its details may be found at: Reference should be arranged first alphabetically and then further sorted chronologically.

Reference to a Journal Publication: Brown, W.O., Helland. E. and Smith J. K (2006). Corporate Philanthropic practices. *Journal of Corporate Finance*, 12(1), 855-877.

Reference to a book: Neiheisel, S.R. (1994). *Corporate Strategy and the Politics of Goodwill: A Political Analysis of Corporate Philanthropy in America* (1st Edition). New York: Peter Lang Publishing Inc.

Reference to a Web Source: Naik A.Z. (2004). *The Quran and the modern science: compatible or incompatible*. Islamic Research Foundation. [Online] Available: www.Alya.org (July 7, 1999)