

Green Investment, Inclusive Growth & Digital Futures:

Proceedings of 13th India International Hotel Travel & Tourism Research Conference 2023



**Banarsidas Chandiwala Institute of Hotel Management
& Catering Technology, New Delhi**

**Green Investment, Inclusive Growth & Digital Futures:
Proceedings of 13th India International Hotel Travel &
Tourism Research Conference 2023**

Editors

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Mr. Mohan Jain



**Banarsidas Chandiwala Institute of Hotel Management &
Catering Technology, New Delhi, India**

Green Investment, Inclusive Growth & Digital Futures: **Proceedings of 13th India International Hotel Travel and Tourism Research Conference**

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Acknowledgement

Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, thanks and congratulate delegates from India and overseas for their contribution of Scholarly Research Articles and also appreciate the interest and debate this conference has generated.

We acknowledge the efforts, enthusiasm and the hard work put in by the faculty member and staff & students of BCIHMCT. It is because of their hard work that we have been able to organize this conference.

We recognize and appreciate the support and contribution received from the following organizations:

- National Assessment and Accreditation Council (NAAC)
- Euro-Asia Tourism Studies Association (EATSA)
- Hotel & Restaurant Network- Hospitality Trade Magazine
- Eclat Hospitality- Consulting, Recruitment, Training
- Ambrosia- The Magazine for the Alcobev Industry
- eTurboNews- Global Travel Industry News
- www.hospemag.com- The Hospitality E-Magazine
- The Press India- Digital News Magazine

We thank everyone involved in the organization of the 13th India International Hotel, Travel and Tourism Research Conference-2023.

We thank Shri Banarsidas Chandiwala Sewa Smarak Trust Society for providing all the necessary support in the organization of this Conference.

Prof. R. K. Bhandari

President, IIHTTRC 2023

Dr. Arvind Kumar Saraswati

Convenor, IIHTTRC 2023

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Vinod Zutshi
IAS (Retd.)
Former Secretary
Ministry of Tourism
Govt. of India

New Delhi

Email:- vinodzutshi@gmail.com



MESSAGE

I am delighted to know that Banarasidas Chandiwala Institute of Hotel Management & Catering Technology is organising NAAC sponsored, 13th India International Hotel Travel and Tourism Research Conference on 'Green Investment, Inclusive Growth & Digital Futures' in association with Euro-Asia Tourism Studies Association from 4th to 6th April 2023 at New Delhi.

Today, Green growth, Sustainable and Inclusive development and Digitalization are the three guiding stars which would take global tourism to commanding heights in times to come and keeping these priorities in mind, India tourism has also identified Green Tourism, Digital tourism and Inclusive growth as the guiding principles for its forthcoming New National Tourism Policy.

I compliment the organisers for convening research conference on a subject which is highly relevant for holistic development of global tourism as well as for India.

I extend my best wishes for a grand success of this event.

A handwritten signature in blue ink, consisting of a stylized 'V' followed by 'n' and 'L', with a long horizontal line extending to the right.

Vinod Zutshi
IAS (Retd)

Prof. (Dr.) Mahesh Verma

MDS, MBA, PhD, FDSRCS (Eng),
FDSRCS (Edin) FDS RCPSG (Glas)

Vice Chancellor

Padma Shri Awardee

Dr B C. Roy Awardee

National Science & Technology Awardee



गुरु गोबिन्द सिंह इन्द्रप्रस्थ विश्वविद्यालय
सेक्टर - १६ सी, द्वारका, नई दिल्ली - ११००७८

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30.01.2023

MESSAGE

The travel and hospitality industry are poised for substantial growth in the coming years. Post the pandemic, people seem to have decided to travel with abandon and explore the world. Revenge Travel, I believe, is the new word coined for this.

While travel leads to economic development, it is often achieved at the cost of the environment with human encroachment and rampant pollution posing challenges.

However, there is an opportunity to reimagine the face of tourism in India in a manner that is future-ready and sustainable. The urgent need for today is to utilise our natural resources sustainably with a focus on minimising their depletion and pollution.

The human race has a great responsibility towards the earth, towards the Environment. An emphasis on good Environmentally friendly practises while travelling is everyone's duty. Simple efforts can go a long way toward "greening up" a standard vacation.

The travel and hospitality industry therefore also has a great responsibility. Eco friendly practises have to be inculcated in the daily routines, the growing demand of modern travel, tourism, and visitors cannot be denied to be a factor of global warming. As a member of the Earth, we have the responsibility and obligation to promote the practice of low-carbon trip green tour.

It is incumbent on hotels to boost their green image by conserving water and energy, minimising waste, recycling reusable products, etc. The hotel Industry itself needs to look at creating Eco buildings and environmentally friendly spaces and practises. Emphasis on going Digital as far as possible also boosts environmental conservation. The new face of hospitality is accessed by technology from booking to checkout.

The Govt. is also deeply concerned. The Ministry of Tourism has drafted a National Strategy on Sustainable Tourism which focuses on promoting environmental sustainability, protecting biodiversity, promoting economic sustainability and promoting socio-cultural sustainability. The strategy aims to mainstream sustainability into the tourism sector.

My congratulations to Banarsidas Chandiwala Institute of Hotel Management and Catering Technology on conducting workshop on such a relevant topic... 'Green Investment, Inclusive growth and Digital futures in Tourism and Hospitality.'

I am sure the conference will start a healthy dialogue. I do believe that the conference aims at bringing together Industry Managers, Tourism and hospitality experts, researchers. This will certainly help in exchanging ideas and learnings, positively contributing in developing ideas and strategies for sustainable tourism and hospitality.

My Best Wishes for the conference.

Prof.(Dr.) Mahesh Verma



Message

I am writing this letter to express my heartfelt gratitude to you and your esteemed association for inviting us to your 13th India International Hotel, Travel and Tourism Research Conference. I also express my gratitude for making a direct link with the EATSA's 9th Conference organizer Dr Madhuri Sawant and we will be happy to meet you in Aurangabad (India) from the 14th to the 16th of September 2023.

Furthermore, I would like to extend my sincere appreciation for the outstanding collaboration that has developed between our two associations. The partnership we have established has been instrumental in promoting tourism in research, and I look forward to continuing this fruitful relationship.

I am particularly pleased with the focus your association has placed on sustainability awareness and green approaches to tourism. Your efforts in this regard have been truly remarkable, and it is heartening to see how this approach has attracted new tourism target groups. This approach to tourism is not only important to our planet's well-being but also has a positive impact on the local communities and the economy.

We are proud to be associated with an association that shares our values and goals. I am optimistic that together we can continue to make a positive impact in the tourism industry and beyond.

Once again, thank you for your invitation, your collaboration, and your dedication to promoting sustainable tourism practices. We look forward to working with you in the future.

Sincerely,

Dr. Enrico Panai
President
Euro Asia Tourism Studies Association (EATSA)

Welcome Message



Dear Delegates,

It gives me great pleasure to welcome you to 13th India International Hotel, Travel and Tourism Research Conference 2023. Over the years the Conference has made a significant place in the field of Tourism, Travel and Hospitality Industry and is inviting interest among the Researchers and Practitioners from Tourism and Hospitality together to share experiences, opinions and examine trends and innovative practices of this field. The real strength of the Conference has been its research based comprehensive coverage of certain timely, crucial and challenging issues of the Tourism and Hospitality Industry.

The Conference provides the distinctive opportunity to share the knowledge of the experts and addresses the task by bringing together a collection of research papers that investigate and explore the scope and trends in Tourism, Travel and Hospitality Industry.

I am confident that the research insights and thought leadership emerging from this innovative initiative will be of great value to the Indian Travel, Tourism and Hospitality Industry in its quest to identify global best practices and secure a competitive advantage.

I believe that the Conference will enlighten the participants and stake holders to get an insight into the challenges and opportunities lying ahead due to the rapid changing environment, practices and trends.

I thank all the Researchers and Presenters for their excellent cooperation and contribution to the Tourism and Hospitality field. We hope that you would appreciate the efforts of the Researchers.

We would like to thank all those who assisted with this Conference, especially our organizing team and the supporting staff, without whom this would not have been possible.

Once again a very warm welcome to Delhi. Hope you have an intellectually stimulating experience and a pleasant stay.

Prof. R. K. Bhandari

President

India International Hotel, Travel & Tourism Research Conference

Message from Convenor



Dear Delegates,

It gives me an immense pleasure to present before you the 13th India International Hotel, Travel and Tourism Research Conference 2023, focusing upon the theme “Green Investment, Inclusive Growth & Digital Futures”.

Environmental protection is much needed for nourishment of travel, tourism & hospitality industry. The only certainty is change and this is truer than even before when it comes to environment, which is undergoing a slow yet steady degradation due to the never ending quest of human beings towards their own development and modernization. It is a challenging task to take leisure and greening together. Green Investment along with Inclusive growth in tourism and hospitality industry in this regards may help in overcoming the issues related to environmental degradation due to hospitality operations and tourism activities. Alongside we should look forward towards the digital futures of travel, tourism & hospitality industry whereby solutions may be offered to stakeholders to overcome the issues and concerns of the industry. We felt the utmost need to understand and discuss the mentioned key themes of the conference and decided to dedicate 13th edition of India International Hotel, Travel & Tourism Research Conference 2021 towards re-accessing the industry as per the prevailing environment and devise future strategies for hospitality, travel & tourism industry. Green Investment, Inclusive Growth & Digital Futures are the three dimension considered to be talked upon and discuss during the conference to Re-strategize Hospitality, Travel & Tourism Industry.

I am delighted to announce that the conference theme is well appreciated and delegates from across the globe are participating in this conference. This year conference will include keynotes speeches from industry experts, academicians and researchers, research workshops, formal presentations, other industry related forum. I thank all the delegates, resourced persons and eminent speaker for participating in this mega event where together a unique and international mix of experts, researchers and decision makers both from academia and industry across the globe will exchange their knowledge, experience and research innovations in Hospitality and Tourism.

I firmly hope and believe that you will have a great time attending this Conference.

Dr. Arvind Kumar Saraswati

Convenor

India International Hotel, Travel & Tourism Research Conference

Programme Schedule

13th India International Hotel, Travel & Tourism Research Conference- 2023
Green Investment, Inclusive Growth & Digital Futures
(NAAC Sponsored & IQAC Initiative)
04th to 06th, April 2023

Tuesday 04th April 2023 (INDIA TIME)

- 09.30-10.00 Welcoming & Registration
- 10.00-10.10 Felicitation of Guest & Lamp Lighting
- 10.10-10.15 Ganesh Vandana
- 10.15-10.25 Welcome Address by **Prof. R.K. Bhandari, Principal, BCIHMCT, New Delhi.**
- 10.25-10.30 Welcome Address by **Dr. Enrico Panai, President- EATSA (Euro Asia Tourism Studies Association)**
- 10.30-11.00 Special Address by **Guest of Honour: Shri Gaur Kanjilal Ji, Former Deputy Director General, Ministry of Tourism Government of India**
- 11.00-11.30 Special Address by **Chief Guest: Shri Vinod Zutshi Ji, IAS (Retd.), Former Secretary, Ministry of Tourism, Govt. of India.**
- 11.30-11.50 Tea Break
- 11.50-12.20 Keynote Speech by **Dr Madhuri Sawant (EATSA Representative) Director- Department of Tourism Administration, Dr Babasaheb Ambedkar Marathwada University, Aurangabad on “Creative Tourism- Introspecting Research Area”**
- 12.20-12.40 Keynote Speech by **Mr. Gaurav Shah, General Manager (Southeast Asia), BotShot-Hotel Automation Solution on “Past, Present & Future: Evolution of Technologies in Hotels”**
- 12.40- 13.10 Keynote Speech by **Dr Shikha Nehru Sharma, Health Entrepreneur- Nutriwel Health (India) Pvt. Ltd. on “Technology at the Heart of Food Revolution Version 4”**
- 13.10-13.15 Votes of Thanks
- 13.15-14.00 Lunch Break
- 14.00-14.30 Keynote speech by **Prof. Luis Lima Santos, Coordinating Professor, School of Tourism and Maritime Technology, Portugal on “The manager’s Perceptions of Hotel Performance and the Digital Challenge”**
- 14.30-16.30 Research Workshops on “**Systematic Literature Review**” by **Dr. Ranjit Kaur, Assistant Professor, Apeejay School of Management, New Delhi**
- 16.30-16.45 **Tea break**
- Closing of the day

Wednesday 5th April 2023 (INDIA TIME)

- 10.30-11.00 Keynote Speech by **Dr Naira Mkrtchyan, Head of Education Department, Armenia-Russian International University, Armenia** on “**Post-Covid and War Challenges: Their Impact on Tourism Industry of Armenia**”
- 11.00-11.15 Tea Break
- 11.15-13.00 **Technical Session I**

<p style="text-align: center;"><u>Technical Session I</u> Green Investment & Inclusive Growth Chairperson:- Dr Sanjeev Kumar Saxena, Associate Professor, Assam University</p> <p>Bharti, R. & Sharma, S. Post Covid Hotel Front Office Practices- Enriching Guest Satisfaction and Overall Stay Experience.</p> <p>Maitra, R. & Kumar, A. An Examination of the Tourist Prospects of the Buddhist Circuit.</p> <p>Chandel, P. & Parsheera, C. M. A study on Eco-friendly practices for enhancing Guest Service Quality in Hotel Businesses in Shimla.</p> <p>Narula, G., Kaushik, T., Hussian, S. & Thakur, D. What Domestic Women Business Travelers Expect from their Hotel Accommodation: The View Point of Hotel Managers.</p> <p>Kaur, J. & Gupta, M. Youth Buying Behaviour toward Green Products.</p> <p>Devi, S. K., Singh, M. & Meitei. C. I. Festival Induced Socio-Economic Changes: A Case Study of Sangai Festival in Promoting Manipur as a Tourism Destination.</p> <p>Chandan, R. & Chaudhary, I. A bibliometric analysis of augmented-hospitality research context from 2010 to 2022.</p>

- 13.00-14.00 Lunch Break
- 14.00-14.30 **Keynote Speech by Dr Lucilia Cardoso Researcher of CITUR – Centre for Tourism Research, Development and Innovation, Portugal and President, Portuguese Graduates Association, Switzerland** on “**Bibliometric Analysis in Tourism & Hospitality**”
- 14.30-16.30 **Research Workshops** on “**Bibliometric Analysis in Tourism & Hospitality**” by **Dr. Pragya Arya, Assistant Professor, Apeejay School of Management, New Delhi.**
- 16.30-16.45 Tea break

***Conference Dinner & Networking (19.00 Hrs Onwards)**

Closing of the day

Thursday 06th April 2023 (INDIA TIME)

10.30-11.00 Keynote speech by **Prof. Paramita Suklabaidya, Director, School of Tourism and Hospitality Services Management, IGNOU** on “**Reflecting on Inclusive Growth in Tourism & Hospitality**”

11.00-11.15 **Tea Break**

11.15-13.00 **Technical Sessions II**

Technical Session II

Tourism & Hospitality Marketing & Branding

Chairperson:- Dr Sonia Sharma, Associate Professor, , IGNOU

Seth, P., Tiwari, S. & Alvi, F. H.

Analyzing the Impact of Social Media Influencers on Destination Marketing in Hospitality Industry.

Kamboj, R. & Sharma, R.

E-HRM Practices of Hotels in Delhi NCR: A Study on Perception of Employees and HR Personnel.

Raman, R.K. & Chaudhary, M.

Evaluating the image og the Buddhist Circuit using the Relative Importance Index.

Shukla, D.P.

An assessment of Food Safety Knowledge towards Consumers in India.

Khan, S. & Zaidi, H.

The Influence of Social Media on the Consumer Decision-Making Process in Travel and Tourism Industry.

Ancheary, T. & Rajauria, S.

Employer Branding: A significant aspect of an Organizations' Image.

Indra, S. R. & Dalvi, S.

A Study on Comparison between Fast Food Restaurant and Fine Dining Restaurant in Mumbai.

Chakraborty, M.

Techno Stress among Teachers in Education: A Study on Manipal Academy Of Higher Education, Karnataka.

Dhaka, G & Kumari, N.

A study on Challenges faced by Female Trainees during Hospitality Industrial Training.

13.00-14.00 **Lunch Break**

14.00-15.00 Special Technical Session III (by UG & PG Student Researchers)

<p style="text-align: center;"><u>Technical Session III</u> Contemporary Issues in Hospitality & Tourism <u>Chair Session:</u> Dr. Rachna Chandan, Assistant Professor, BCIHMCT</p> <p><i>Kumar, Y.</i> Impact of anime on tourism habits of millennial and generation Z.</p> <p><i>Mittal, A.</i> Cognizance of Interior Designing Style In Hotel Industry: Contemporary Vs Modern.</p> <p><i>Bhati, D.</i> An exploratory study to understand how Indian food can also be paired with wine.</p> <p><i>Patnayak, S.</i> Studying the Role of Marketing Tools and Hospitality Services in Aviation Industry.</p> <p><i>Bararia, Y.</i> Impact of AI in the Food and Beverage Industry.</p> <p><i>Kashyap, A.</i> Factors affecting Consumer's Purchase Decision by the Influence of Food Blogger in Delhi NCR Region.</p> <p><i>Bhatnagar, A.</i> Analyzing the factors responsible for the growth of synergies and partnerships in hospitality Industry: A case Study of Luxury & Budget Hotels.</p>

15.00-15.30 **Closure Report**

15.30-15.45 **Vote of Thanks & Conclusion**

15.45-16.00 Tea Break

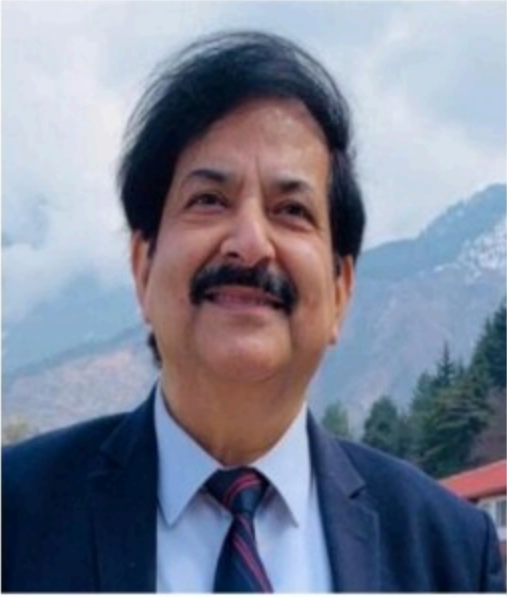
Closing of the day

Organizing Team

13th India International Hotel Travel and Tourism Research Conference

<p style="text-align: center;"><u>Organizing Committee</u></p> <p>Prof. R. K. Bhandari, President – IIHTTRC 2023</p> <p>Dr. Arvind Kumar Saraswati Convenor – IIHTTRC 2023</p> <p>Dr. Ashish Kumar Ranga Co-convenor- IIHTTRC-2023</p> <p style="text-align: center;"><u>Conference Advisory Committee</u></p> <p>Dr. Prem Ram, BCIHMCT, New Delhi</p> <p>Dr.. Rachna Chandan, BCIHMCT, New Delhi</p> <p style="text-align: center;"><u>The Scientific Committee</u></p> <p>Prof. Enrico Panai, University of Sassari, Italy</p> <p>Prof. Luis Lima Santos, CITUR, Portugal</p> <p>Dr Naira Mkrtchyan, Head of Education Department, Armenia-Russian International University, Armenia</p> <p>Dr Lucilia Cardoso, Averio University, Portugal</p> <p>Dr. Paolo Mura, Zayed University, UAE</p> <p>Dr Rina Suprina, Trisakti School of Tourism, Indonesia</p> <p>Dr. Kevsar Cinar, Necmettin Erbakan University, Turkey</p> <p>Dr Yanki Hartijasti, Faculty of Economics and Business, Universitas Indonesia</p> <p>Prof. Madhuri Sawant, Dr Babasaheb Ambedkar Marathwada University, India</p> <p>Prof. Paramita Suklabaidya, Indra Gandhi Open University, New Delhi, India</p> <p>Dr Sanjeev Kumar Saxena, Assam University, Silchar, India</p> <p>Dr Gagandeep Soni, Assistant Professor, BCIHMCT, New Delhi, India</p> <p>Dr Manish Malhotra Assistant Professor, BCIHMCT, New Delhi, India</p> <p>Dr. Indrajit Chaudhury Assistant Professor, BCIHMCT, New Delhi, India</p>	<p style="text-align: center;"><u>Review Committee</u></p> <p>Mr Mohan Jain, BCIHMCT, New Delhi</p> <p>M. Suprabhat Banerjee, BCIHMCT, New Delhi</p> <p>Ms Reshma Kamboj, BCIHMCT, New Delhi</p> <p>Mr Sidharth Srivastava, BCIHMCT, New Delhi</p> <p style="text-align: center;"><u>Conference Committee Members</u></p> <p>Mr Ranojit Kundu, BCIHMCT, New Delhi</p> <p>Mr Peeyush Srivastav, BCIHMCT, New Delhi</p> <p>Mr Uttam Kumar Singh, BCIHMCT, New Delhi</p> <p>Mr Divya Thakur, BCIHMCT, New Delhi</p> <p>Mr Sumit Pant, BCIHMCT, New Delhi</p> <p>Mr Nikhil Sharma, BCIHMCT, New Delhi</p> <p>Mr Deepak Chhikara, BCIHMCT, New Delhi</p> <p>Mr Durga Prasad Shukla, BCIHMCT, New Delhi</p> <p>Mr Gaurav Dhaka, BCIHMCT, New Delhi</p> <p>Ms Jyotsna, BCIHMCT, New Delhi</p> <p>Mr Mohinder Pal Singh, BCIHMCT, New Delhi</p> <p>Mr Rahul Akoliya, BCIHMCT, New Delhi</p> <p style="text-align: center;"><u>Conference Associate</u></p> <p>EATSA- Euro-Asia tourism Studies Association</p> <p style="text-align: center;"><u>Media Partners</u></p> <p>Hotels & Restaurants Network Hospitality trade Magazine</p> <p>www.hospemag.com The Hospitality E-Magazine</p> <p>Eclat Hospitality Magazine</p> <p>Ambrosia Magazine</p> <p>eTurbo News Magazine</p> <p>The Press India Magazine</p>
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Eminent Guests/Speakers



Shri Vinod Zutshi (Chief Guest)

IAS (Retd.), Former Secretary, Ministry of Tourism
Government of India

Shri Vinod Zutshi joined Indian Administrative Service (IAS) in 1982. He served as Secretary, Ministry of Tourism, Government of India from 2015 to 2017. He has a total 40 Years experience in Public Policy & Administration, Tourism, Management, Law, HRD, IAS Counselor; Cooperatives and Elections. Zutshi is an Alumni of Harvard Kennedy School, an MBA from FMS, Delhi University and LLB from Law Faculty, Delhi University. Currently, he is Sole Proprietor of the Firm "Vinod Zutshi Consultants & Advisors", regd. at Delhi. Being, Tourism, Travel & Hospitality is core subjects of his Consultancy & Advisory, he is offering his Services as a 'Consultant & Advisor' in the fields of Hotels, Home stays, OTAs, Cruise, Museums, Tourism infrastructure projects, Health & Wellness, Sustainable & Responsible Tourism, Eco, MICE, Buddhist & Tourism Media & Publications.



Shri Gaur Kanjilal (Guest of Honour)

Former Deputy Director General, Ministry of Tourism
Government of India

Shri Gaur Kanjilal is a bureaucrat, technocrat, diplomat, educationist with 30 Years Teaching Experience in India and Abroad. As the Former Deputy Director General, Government of India in the Ministry of Tourism, New Delhi, he is recognized as a pioneer in areas of Tourism Service Excellence, Marketing and Promotions globally through Tourism Education. He had his education from Delhi University with MA (Hons.) in History and Diploma in Tourism from University of Paris (France). He had his studies in London (UK) world Tourism organization sponsored Management course in Tourism (Spain). He holds proficiency in Indian language and speaks French and Japanese fluently. He had 20 years of Overseas as member of diplomatic corp. in mission assignments through the Ministry of Tourism to be part of Indian Missions overseas in UK, France, Spain, UAE, South Africa, Middle East countries and had been to 80 countries overseas. He holds various postings in India last being Regional Director, India Tourism, Mumbai. He was now offering professional Service to the National Apex Body of Travel and Tourism Industry – Indian Association of Tour Operators as Executive Director based in Delhi. He has authored four books related to Tourism. He was also visiting faculty in Delhi University, Jammu University Institute of Tourism and Travel Management, Government of India, Delhi and many other Private Institutes which promotes Tourism Education. He runs his own travel Journal "Safari Plus" wherein he contributes tourism articles mainly to help students who do not have the ability to buy costly books about Tourism. His articles appear regularly in National and International Press.



Dr Madhuri Sawant

Director, Department of Tourism Administration
Dr Babasaheb Ambedkar Marathwada University
Aurangabad-431004 India

Dr. Madhuri Sawant is the Director of the Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India and the Editor of Euro Asia Tourism Studies Journal, France. During 2017-2020 she was the Executive Secretary of Euro-Asia Tourism Studies Association EATSA. As an Expert Member of Tourism, she is working on the Government of India's University Grants Commission and various prominent Academic Committees of Tourism in over 18 Universities in India. A post graduate in Tourism Administration (MTA) she is the First UGC NET-JRF and also first Woman to be awarded PhD in Tourism in the state of Maharashtra, India. She also holds PG Diplomas in Business Management, German Language and Environmental Studies. Her principal research interests are Marketing, CSR, Socio-Economic Aspects and Heritage Tourism Management and has completed 05 Major Research Projects sponsored by University Grants Commission (UGC), Indian Council for Social Science Research (ICSSR) and Ministry of Tourism Government of India and has also worked as the Research Coordinator of India on the International Project with academicians from Europe and Asia. As a frequent traveler for academic and Research Assignments, she has visited various Universities in Portugal, Japan, Thailand, Chile and South Korea. She has over 36 publications including 06 books and 30 referred journal articles and book chapters to her credit.

As a Research Supervisor, she is guiding Doctoral Research Fellows from United Kingdom, Japan, Thailand, Kenya, Yemen on Health tourism, Creative tourism, Corporate Social Responsibility, Human Resources in tourism, Internet Marketing, Destination Branding, Film Tourism, Crime & Tourism and evaluated several doctoral thesis & conducted Open Viva-Voce.

She has delivered Keynotes, Valedictory Address, chaired number of technical sessions in National and International Conferences and is a prominent Resource Person for the training programs for Government Tourism Officers / Immigration Officers / Staff, Approved Regional Tourist Guide, and Refresher/ Orientation Courses for University and College Teachers. Dr Sawant has designed over 24 courses / programs in Tourism and Hospitality Management.



Mr Gaurav Shah,

General Manager (Southeast Asia),
BotShot-Hotel Automation Solution

“Boasting an impressive track record, Gaurav, an alumnus of Sherwood College, Nainital, did his graduations in Systematic Training and Educational Program by Oberoi Centre of Learning & Development and has more than 15 years of experience in hotel operations, administration, and customer service. Throughout his career, he has been associated with luxury hotel chains such as The Oberoi Hotels and Resorts, The Leela Palaces Hotels and Resorts, Dusit International and Marriott International. A tech enthusiast, Gaurav is now using his extensive knowledge of the hotel operations to curate AI based automations in hospitality.”



Dr Shikha Nehru Sharma

Health Entrepreneur,
Nutriwel Health (India) Pvt. Ltd

Dr Shikha, is a Medical Doctor turned health entrepreneur. She did her medical training from Maulana Azad Medical College, New Delhi. Her Organisation works in the area of disease prevention & Wellness and serves clients across the globe and is also a pioneer in Integrating Modern Nutrition with Vedic Nutrition. It has a tele-nutrition centralized model with over 140 full time employees. As part of digital health transformation, her organization has created the Mobile Application, a Nutrition Software, Online Academy and Digital health platform. She is invited frequently for giving talks by the Economist Magazine and ASSOCHAM, All India Management Association (AIMA), TiE Delhi, Delhi Management Association (DMA) and many others. She has delivered lectures to the students of top engineering and management colleges like IIT Bombay, IIT Roorkee, IIT Jodhpur, IIT Patna, NDIM, IMI Delhi, etc. on entrepreneurship.

She is recognized as Top 50 Young Achievers of the Country and also being honoured with prestigious awards like the Women Achiever Award (by FICC), Gr8 Indian Women Award in 2011, Hall of fame Award (by her school –Modern school), Women Achiever Award (by Bharat Nirman Society), Service in preventive healthcare (the Honourable Union Health Minister of India -Mr G. Azad). Recently she has been awarded with Bollywood Vanitha Ratna Award. Dr Shikha has served on the Board of various Colleges in Delhi – (Kamala Nehru College, Maitreyi College, Shaheed Sukhdev College of Business Studies, Motilal Nehru College, Gargi College, Shaheed Bhagat Singh College).



Prof. Paramita Suklabaidya,

Director, School of Tourism and Hospitality Services Management,
Indira Gandhi National Open University (IGNOU), New Delhi

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Dr Lucilia Cardoso is Ph.D. in Tourism Management & Planning and is a Researcher at CITUR – Centre for Tourism Research, Development and Innovation, Portugal. Her publications and empirical studies cover an extensive range of cognitive psychology, neuroscience applied to tourism and hospitality, the management field, and bibliometric analysis applied to research performance. She is a member of the EATSA Euro-Asia Tourism Studies Association, the Assembly President of the Portuguese Graduates Association in Switzerland (AGRAPS), and the General Secretary of the Swiss Chapter of the International Federation for IT and Travel & Tourism (IFITT).



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Dr. Sanjeev Kumar Saxena is presently working as Associate Professor, Department of Hospitality & Tourism Management at Assam University (A Central University) Silchar. He is having a work experience of more than 30 years in Industry & Academics. He started his hospitality journey in 1992 by joining The Taj Group of Hotels as a Chef. After working for more than 5+ years with Taj Group of Hotels, he joined Institute of Hotel Management Jodhpur as a lecturer where he worked for 9+ years.

In 2007 he Joined Jaypee Hotels as a Training Manager and worked for 5+ year and left to become a principal at IHM Silvassa (Affiliated to National Council for Hotel Management, New Delhi). After working for a year at IHM Silvassa, he re-joined Jaypee Hotels & Resorts in 2013 and worked for 8 years as Additional General Manager (Learning & Development) and Head of Jaypee Hotel Training Centre Agra.

Regarding his educational qualification, he has done 3 years Diploma in Hotel Management from IHM, Lucknow, B.Sc. in Hotel & Hospitality Administration, B.Com, M.Com (Business Administration- Gold Medallist), MBA & PhD (Human Resource) and has successfully completed leadership Programme from IIT Kharagpur, Strategic Management, Essentials of Marketing & Customer Relationship Management from IIM Bangalore, Management of Field sales & Management of New Product & Services from IIT Kanpur. He has published 22 research papers in Scopus / UGC / Peer reviewed Journal, and authored 5 books. He has supervised two PhD Scholars and one MPhil Scholar.



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In her academic career of 13 years, she has taught a vast expanse of subjects – Production and Operations Management, Supply Chain Management, Operations Strategy, Project Management, Quality Management, Business Statistics, Operations Research and Operations Analytics.

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Dr. Ranjit Kaur is Assistant Professor (Marketing) with Apeejay School of Management. She is a PhD in social marketing from National Institute of Technology, Jalandhar. She has over 7 years of experience, which is a mix of research, analytics and project management. Ms. Kaur has a demonstrated history of working in the market research industry and provides research consultation for various market research organisations such as Excavate Research and Analysis Pvt Ltd.

She has published articles in top-ranking international journals like Social Responsibility Journal, Social Marketing Quarterly. She is currently doing two projects on Systematic Literature Review.

Abstracts of Papers Presented during Conference

Analysing the Impact of Social Media Influencers on Destination Marketing in Hospitality Industry

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Countries, regions, and cities battle for their fair share of global tourists, investors, talents, cultural, sporting, and media attention as a result of the rapid advancement of globalisation. Towns and cities act as brands in this worldwide industry of travel destinations, creating and maintaining their distinct competitive identities, and marketing their messages to consumers. Before making a trip choice, consumers frequently rely on word-of-mouth opinions as it is challenging to judge tourism commodities before purchase. Tourists now a days, value consumer generated information and peer recommendations more than traditional advertising when deciding on a trip. As a result, destination marketers can strategically benefit from using online influencer marketing.

Social media has a significant impact on the way people find and exchange travel-related information, as well as choose their locations. Customers often obtain and review a broad array of information for their decision-making processes because tourism-related goods and services are very expensive. Social media has become an important and reliable source of marketing information related to any field. Social media influencers (SMI) are highly influencing the decision of the customers in every field and hospitality and tourism industry is also affected by the same. Sustainable destination marketing is always evolving attributable to the growing smart phone industry and the incredibly advanced navigational tools. Interaction through SMI's has significantly changed how people, services, and products are connected.

Therefore, the aim of this study is to examine the various factors influencing destination marketing and then to analyse the role of SMI's in destination marketing in hospitality industry. A self-structured questionnaire is developed to collect information from consumers of hotel industry pan India and forwarded to them through online platform using Google Forms. The data will be analysed through descriptive statistics.

Keywords: *Destination Marketing, Social Media Influencers (SMI), Word of Mouth, Social Media, Globalization*

Youth Buying Behaviour toward Green Products

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The purpose of this study was to investigate the background elements that influence youth consumers' views, intentions, and purchase behaviour of green products. Based on the intended behavioural theory, this study attempts to determine youth consumers' green product purchasing intentions (IBT). In addition, the study seeks to discover the factors that influence young consumers' inclinations to purchase green products. In this study, a qualitative technique was used. This study used a sample of 300 young people; a survey was created and administered at Maharishi Markandeshwar University in Mullana (Ambala). The findings of the study revealed that parental influence is the best predictor of all the variables evaluated. We may deduce from the results of the correlation study that there are three major determinants of young customers' purchasing behaviour. This study found that background variables such as parents, peers, and environmental understanding all play an important role in influencing young consumers' purchase habits for green items. Finally, a suggested model for understanding teenage customers' green product purchasing behaviour has been constructed. The marketing implications of this paradigm are also examined in this study.

Keywords: *Behaviour, green product, background factors, youth consumers*

What Domestic Women Business Travellers Expect from their Hotel Accommodation: The View Point of Hotel Managers

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Divya Thakur, Assistant Professor, Banarsidas Chandiwala Institute of Hotel Management and Catering Technology; New Delhi

Purpose: The objective of this paper is to ascertain the expectations of domestic women business travellers with hotel accommodation from the view point of hotel managers.

Design/methodology/approach: This research was conducted using a qualitative analysis through focus group discussions. Participants of the focus group belonged to the management of five-star hotels located in Delhi. A thematic analysis of the transcripts generated in-depth insights into the perceptions of hotel management concerning expectations of domestic women business travellers while selecting a hotel for a comfortable stay.

Findings: The authors have identified seven key themes. These themes are labelled as guest room as expectation of design, hotel facilities/services the expectation of comfort, amenities as the expectation of luxury, hotel security being expectation of necessity, specialized services being expectation of personalization, hotel selection stimulators being expectation of accessibility and customized meal requirements being the expectation of quality of food and food choices. From the management perspective, these seven selection criteria form the key expectations for a domestic woman business traveller from hotel stay.

Practical Implications: This study makes a significant contribution by identifying the female symbols of expectations looked forward to by domestic women business travellers from their hotel stay. Hotel managers and service providers can design and devise effective marketing and communication strategies to fulfill the expectations of this niche market segment of women travellers.

Keywords: Domestic Women Business Travellers, Focus Group, Management Perspective, Hotel Accommodation, Hotel Selection, Perceptions, Expectations

Technostress among Teachers in Education: A Study on Manipal Academy of Higher Education, Karnataka

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As computer technology improves, people should be able to carry out their individual activities more quickly and efficiently. However, some educators have reported difficulties while attempting to use computer technology in the classroom. Because of their pessimistic outlook on and reluctance to embrace computing technology, this line of thinking is also indicative of technostress. The purpose of this research is to evaluate the social cognitive theory's viewpoint on the connection between people's judgments of their own level of technological acceptance, their level of work overload, their sense of job insecurity, and technostress based on their level of physical and psychological stress. A total of 207 answers from faculty at Manipal Academy of Higher Education were used to compile the results of the survey. The data analysis showed that boosting instructors' confidence in using ICT into their teaching practises helped alleviate technostress. Individuals with a strong cognitive conviction in the usefulness of computers would experience less technostress as a result of their increasing workload and job stability.

Keywords: Technostress, Perceived usefulness, Perceived ease of use, Work Overload, Job Insecurity, Social Cognitive Theory.

Employer Branding: A Significant Aspect of an Organisation's Image

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In today's post pandemic era, there is a significant need of opting new staffing and retention techniques. One such technique is the increased focus on 'Employer Branding'. Organizations create an innovative and unique brand to increase market awareness and financial success. The idea of the company as a fantastic place to work in the eyes of current workers and important external stakeholders (active and passive candidates, customers, and other key stakeholders) is known as the employer branding. Competitive advantage requires a strong employer brand. Indian businesses are increasingly adopting deliberate strategies to use their employer brands to draw in and keep employees and, ultimately, to develop and prosper. For human resource management in India, the employer brand is a key distinction, and hiring compatibility depends on the employer-employee fit. Human resources and human capital performance have gained importance as Indian businesses concentrate on strategies for turnaround, diversification, expansion, and internationalisation. As a result, HR's involvement in utilising the company brand effectively has significantly increased. The spectacular entry and rise of Indian firms in the international marketplace have been observed by the entire world in recent years. The opportunities for India to contribute to the global economy have significantly increased as a result of the ongoing influx of multinational corporations into the country, as well as the expansion of Indian corporations outside of their own borders. This has increased the likelihood of positive outcomes for "Brand India" in both the domestic and global markets. A statement of an organization's vision, mission, and values is typically present. An organisation will have a helpful template for recruiters to utilise when speaking with candidates if it is upholding the standards it has set for itself.

Keywords: *Employer Branding, Human Resource Management*

Evaluating Image of the Buddhist Circuit using Relative Importance Index

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Destination image plays a vital role in shaping the tourism industry. It can influence the tourism policies of a country or region and impact the overall economic growth of the area. The iconic Buddhist Circuit in India follows the route of the footsteps of Lord Buddha, connecting the sacred sites in Bihar and Uttar Pradesh. The Buddhist Circuit has been identified and developed to preserve the legacy of Buddha and connect it to modern religious tourism. The aim of this study is to identify and rank the relative importance of attributes that shape the image of Buddhist Circuit. To achieve this aim, an extensive literature review was conducted to identify the key image attributes. In addition, the study adopted a quantitative approach to achieve the research objectives. The structured questionnaire survey included 52 destination image attributes, which were shortlisted based on relevant previous literature and input from tourism domain experts. Based on past research and theoretical underpinning, 52 attributes were categorized into twelve groups: general infrastructure, destination governance, tourism affinity, tourism infrastructure, destination ambience, natural setting, Buddhist attraction, tourism experience, social settings, transportation, value for money, and leisure and recreation.

The 432 well completed questionnaires returned by respondents served as the basis for the data. Data obtained from the survey was analyzed using the relative importance index (RII) method. RII is a useful tool for measuring the relative importance of different indicators and for making data-driven decisions about product development, marketing, and other business strategies. The results obtained from the ranking of the image indicators help in understanding which elements of the Buddhist Circuit are more appealing and which ones need to be improved to attract more visitors. The study provides valuable insights for destination management organizations (DMOs), tourism companies, and other stakeholders who are responsible for managing and marketing the Buddhist Circuit.

Keywords: *Buddhist Circuit, Destination Image, Relative Importance Index (RII)*

A Study on Eco-Friendly Practices for Enhancing Guest Service Quality in Hotel Businesses in Shimla

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Eco-friendly initiatives have become the need-of-the-hour in line with the UN-SDGs from Goals 6, 7, 8, 9, 11, 12 and 13; ranging from provision of clean water; affordable and clean energy; decent work conditions; industry, innovation, and infrastructure; sustainable cities and communities; responsible consumption and production to climate action. The hospitality industry has taken prompt initiatives towards building eco-friendly environment and enhancing guest service quality thereby achieving repeat business. The three Rs policy (Reduce, Reuse, and Recycle), ECO labels, linen reuse promotions, ambient temperature control, occupancy sensors, glass buildings, has made the hotel guests sensitive about environmental policies and applications. This study aims to explore ways instrumental towards enhancing guest service quality by the awareness and consumption of Eco-Friendly practices through in-depth interviews conducted with 10 hotel managers of Shimla. NVivo was used to analyze the findings which revealed that eco-friendly practices like garbage disposal, installation of STP, usage of dual flush in bathrooms, electronic key cards and smart lighting are the most prominent features in all the star category hotels of Shimla.

The customers have become more aware about the fair use of technology, conscious about health and safe, livable environments. Hence, development and maintenance of eco-friendly infrastructure is valuable for the customers well-being as well as a benefit for the hotel establishments.

Keywords: *Eco-friendly Practices, Service Quality, Hotel Business, Shimla*

An Examination of the Prospects for the Buddhist Tourism Circuit

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The spiritual tourism industry in India is thriving, and its destinations are on pilgrims', saints', religious gurus', and foreign tourists' bucket lists. Due to improved infrastructure, most tourists prefer to visit China to explore ancient Buddhist sites.

The Swadesh darshan scheme identified 15 thematic circuits to boost tourism in our country, namely the Buddhist Circuit, Coastal Circuit, Desert Circuit, Eco Circuit, Heritage Circuit, Himalayan Circuit, Krishna Circuit, North East Circuit, Ramayana Circuit, Rural Circuit, Spiritual Circuit, Sufi Circuit, Tirthankar Circuit, Tribal Circuit, and Wildlife Circuit, with the goal of holistic development of identified pilgrimage destinations.

The Swadesh Darshan Scheme was established in 2014-15 to promote the integrated development of theme-based tourist circuits throughout the country. This scheme is intended to work in tandem with other initiatives such as Swachh Bharat Abhiyan, Skill India, and Make in India. The Ministry of Tourism assists state governments and union territories in developing circuit infrastructure to create high tourist value, competitiveness, and sustainability in an integrated manner.

The objectives of this research are to investigate the disparity between Buddhist tourists' perceptions and reality. The study's goal is to discover the rejuvenation and spiritual enhancement of Buddhist pilgrimage sites. It will raise awareness among local communities and investigate the possibilities for integrated tourism development of heritage cities, local arts, culture, handicrafts, and cuisine, to generate income. The research will concentrate on the mechanism for bridging infrastructure gaps.

Keywords: *Spiritual, Travel, Buddhist, Pilgrimage, Marketing.*

Social Media Influence on Consumer Decision-Making Process in the Travel and Tourism Industry

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Travel and tourism are one of the most auspicious sectors in the world, and information is extremely vital in this industry. These days, the approach of travelers in employing this information all through their travel decision-making process has transformed. The purpose of this study was to find out the Social Media influence on consumer buying decisions in the travel and tourism industry, mainly from the opinion of Indian tourists. This research is based on the consumer decision-making process theory, also provides examples from throughout the travel industry to highlight the new customer decision process, and explains how smart travel companies are reaping the benefits of social media participation. Consequences for practice and theory are explored. Secondary data from reputable sources are employed in the research process. Books, published government research, scholarly journals, and newspapers are all good sources of secondary data. The most essential conclusion from this research is that social media plays a significant function as a source of knowledge that might help the traveler at every level of the decision-making process and traveler makes extensive use of this information throughout the journey. Importantly, the study highlights the necessity to shed light on context when imagining the impact of social media on tourists' final decisions. The research concluded with suggestions for future research into the influence of social media on the travel decision-making process and for the tourism sector to adopt customer-centric approaches to advertising.

Keywords: *Consumer Behavior, Consumer Decision Making Process, Social Media, Tourist Decision-Making, Tourism Marketing.*

Festival induced Socio-Economic Changes: A Case Study of Sangai Festival in Promoting Manipur as a Tourism Destination

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Today, fairs and festivals are becoming an important component of the tourism phenomenon. It is widely acknowledged that festivals enhance the attractiveness of a destination, hence increasing the tourist arrivals. This study investigate show local communities are participating in promoting festival, their attitude towards the festival and the impact of festival on the socio-economic condition of Manipur with reference to the case of Sangai festival, a festival which is hosted at multiple venues across Manipur, annually in the month of November. Manipur government is doing its best to brand Sangai festival as a trademark to promote tourism in Manipur and this festival has emerged as a tourism driver that acts as a stimulant in enhancing the attractiveness of Manipur as a tourist destination as well as an economic generator. However, this area has drawn insufficient attention as such, there is a requirement to shift attention as addressed in this study. Inputs acquired by evaluating relevant literature reveal that limitations like lack of skill development, employment, and adequate infrastructure exist across the study area. To overcome these obstacles, local communities, authorities and government agencies need a concerted effort to improve skill development programs, raise awareness of these program schemes, and devise strategies for developing infrastructure. To achieve the purpose of the study, secondary data gathered from reliable sources such as government data, research papers, books, news-papers, articles, magazines are utilised.

Findings of the study suggested that improving the skills of the local community would result in active local community participation and play a significant role in increasing the potential of the Sangai festival as an economic generator as well as a driver in promoting Manipur tourism for the inclusion of Manipur on the world tourism map.

Keywords: *Sangai Festival, Tourism Driver, Local Community, Economic Generator, Manipur.*

A Bibliometric Analysis of Augmented-Hospitality Research Context from 2010 to 2022

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Augmented hospitality forecasts the needs of a consumer and helps in delivering personalized experience and service to the consumer. According to the vision statement of Accor group, augmented hospitality is ‘not only about planning tomorrow, but it is all about designing tomorrow’.

With the help of this paper, the authors aim determines the authorship pattern and identify the most focus papers and topics related to the hospitality sector. The paper is based on bibliometrics analysis using data from articles published in web-of-science listed journals from 2010 to 2022 and to analyze the data, the data was collected from 16 leading web of science journals.

The study results suggest that the number of augmented hospitality-context articles from 2010 to 2020 increased significantly and that among the 16 leading journals analyzed, the Procedia computer Science (Elsevier) and the International Journal of Data and Network Science were the two most productive journals in publishing augmented hospitality related articles. Contributors were identified according to author, citation, institution, and country. Regarding hospitality research, artificial intelligence appeared to be the most researched augmented reality, while customer-oriented technology adaptation was found to be the most studied management subdiscipline topic. This is the first study offering a bibliometric analysis of augmented-hospitality research.

Keywords: *Augmented Hospitality, Bibliometric Analysis, Digital Transformation, Artificial Intelligence, Customer Experience*

A Study on Challenges faced by Female Trainees during Hospitality Industrial Training

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Industrial training are an essential part of higher education, providing students with the opportunity to gain practical experience and apply their theoretical knowledge in real-world settings. However, female trainees often face a multitude of challenges during their Industrial training, particularly in male-dominated fields. These challenges can include gender discrimination, sexual harassment, and a lack of support and opportunities. This literature review examines the challenges faced by female trainees during Industrial training in colleges of Delhi, drawing on relevant research studies. The review highlights the prevalence of gender-based challenges faced by female trainees, including issues related to safety, discrimination, and mentoring.

The study also identifies several research gaps in this area, including the need to examine the intersectionality of gender with other identities and the potential impact of virtual or remote Industrial training on the challenges faced by female trainees. Overall, this study underscores the need for policies and initiatives to address gender-based challenges during Industrial training and promote equal opportunities for all trainees.

Keywords: *Industrial training, female trainees, challenges, gender discrimination, sexual harassment, Delhi colleges.*

A Study on Comparison between Fast Food Restaurant and Fine Dining Restaurant in Mumbai

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In today's world, there is an intense competition between different types of food joints. Food diversity in India is a blessing for restaurant industry. The new trend and tastes develop among the consumers on frequent bases. These days, trend for Fast-Food has boosted up and there is an increase in Fast-food outlets, most of the food bloggers refers street food. Various factors like changing standard of living, higher income, travelling and media have contributed to change in the eating habits of the customers. As a result, other fine dining restaurants experience immense threat and competition in the restaurant industry and market. So, this research shall include main threats and opportunities that a fine dining restaurant suffer with the emergence of fast-food chains in the city. Now-a-days, the customers compare the food by its Service quality, Food quality, atmosphere, price of a product, speed of service, menu alternative, etc.

The study was aimed at knowing the various eating habits of a consumer as well. This project helped in understanding what exactly a customer looks in an eating joint before entering it. It gave an idea about the essential factors that are required now a day for an eating joint to attract customers in this competitive world.

Keywords: *Fast Food Restaurant, Fine Dining Restaurant, Customer Review, Dining, Menu*

E-HRM Practices of Hotels in Delhi NCR: A Study on Perception of Employees and HR Personnel

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The study attempts to study the various factors that contribute to the development of human resources in enhancing the impact of the contents of electronic management of technological performance of Hotels of Delhi. The objective of the study is to find out the perception of hotel employees towards various factors of Electronic Human Resource Management (E-HRM) of Hotels of National Capital Region, Delhi.

Two questionnaires, one for employees and one for Human Resource personnel, of the hotel were administered. To fulfill the objectives, Research was carried out in National Capital region of India (Delhi, Ghaziabad, Faridabad, Noida and Gurugram). Sincere attempt has been made by the researcher to cover possible dimensions, so as to achieve the objectives of the study. A sample of 92 employees and 20 Human Resource personnel was taken into consideration. These responses were recorded through a well drafted pre-tested questionnaire.

The respondents were employees and HR personnel from various hotels. The data was collected following the non-probability convenience sampling, as it is appropriate for exploratory studies. There were varying levels of comfort reported in using E-HRM for various processes, with HR personnel reporting higher levels of comfort in using most processes. Respondents shared their perception about talent retention, competitive position, continuous innovation, profitability and process effectiveness dimensions of E-HRM.

Keywords: *Human Resource Management, Electronic Human Resource Management, Perception, Hotel Industry, Delhi National Capital Region.*

Post Covid Hotel Front Office Practices- Enriching Guest Satisfaction and Overall Stay Experience

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The hotel industry is adapting itself according to the constantly changing business environment and has responded well to the Post-Covid situation. The Front office department plays a vital role in the passage of accurate and timely information required for flawless guest management in the hotels. It is the highest revenue generating department as well as reflects the brand image in the mind of visiting guests, being the first and last contact point with the guests. Throughout the Covid-19 period, the Front office practices have evolved through different stages depending upon the factors such as guest preferences, safety and security measures, hygienic conditions, sustainability and use of technology.

In this study a relationship will be established between the adaptive Post-Covid practices used by the hotel front office department and their role in enriching the guest satisfaction and overall guest experience in five-star hotels in India. The study will also identify the role of such practices in creating a positive impact on the overall hotel performance.

Keywords: *Post- Covid, Adaptive Practices, Guest Satisfaction, Revenue, Safety Measures, Hygienic Conditions, Sustainability, Technology, Guest Experience.*

An Assessment of Food Safety Knowledge towards Consumers in India

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This study was carried out to assess consumer knowledge about food safety and the variables that affect it. Data from a cross-sectional survey carried out in Delhi, India served as the basis for the research. It assessed the degree of consumer knowledge Delhi region residents had regarding personal cleanliness, signs of food borne disease, high-risk items, cross-contamination, and temperature control. Up to 99.5% of the time, consumers correctly answered the question about hand cleanliness when handling food. Yet, only 23.3% of respondents were completely aware of how temperature impacts bacterial growth in food.

Depending on the gender, age, education level, number of children, and frequency of food preparation, there were differences in the level of food safety awareness. The logistic regression model applied to these data revealed that tertiary graduates had a high level of awareness regarding food safety.

Keywords: *Food Safety, Food safety Knowledge, Consumer, Restaurants.*

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April 4th – 6th, 2023

Day 1: April 4th, 2023

The 13th India International Hotel Travel and Tourism Research Conference added a noteworthy landmark in the advancement and progression of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology. The Institute took the opportunity and organized the event from 4th April to 6th April focusing on the theme “**Green Investment, Inclusive Growth and Digital Futures**”. Dr. Arvind Kumar Saraswati, Conference Convener expressed gratitude towards all the delegates, resource persons and eminent speakers for participating in this mega international event. The Conference presented a platform where an exclusive and exceptional national and international mix of experts, researchers and decision makers both from academia and industry across the globe participated and exchanged their knowledge, experience and research innovations in the Hospitality and Tourism sector. Dr. Saraswati accentuated that the strong determination of the delegates and the participants from across the globe will assist in achieving the quality objectives of the International Conference. The event was declared open by the conference President, Professor R. K. Bhandari who welcomed the Keynote speakers, Conference delegates and participants on the inauguration ceremony of the 13th edition of the India International Hotel Travel & Tourism Research Conference. Professor Bhandari emphasized that the Conference intends to address, discuss and devise future strategies for Inclusive growth and Digital futures along with green investment in the Hospitality and tourism sector. He addressed the participants and delegates stating that conservation of environment is imperative and these ecological aspects will play an increasingly important role in meeting the guest needs. He mentioned that our ancestors were environmentally friendly and sensitive and also quoted the Vedas that offer sufficient knowledge about all aspects of life including environment and conservation. Prof. Bhandari stated that green investment for environment conservation is imperative and that the tourism strategies should be a holistic blend ecologically balanced nature friendly, socially responsible and sustainable tourism approaches.

Prof. R. K. Bhandari, President, India International Hotel Travel and Tourism Research Conference welcomed honorable Chief Guest **Shri Vinod Zutshi, IAS (Retd.), Former Secretary, Ministry of Tourism, Government of India**. He also welcomed Guest of Honour, **Shri Gaur Kanjilal Ji, Former Deputy Director General, Ministry of Tourism, Government of India**. Prof. Bhandari concluded by stating that the global pandemic of Covid-19 has revealed that innovation is significant for business strategies and institutions have the responsibilities to prepare professionals who are ready to work in the hostile business environment with responsive action. The annual Hospitality & Tourism Research Journal – “Indian Journal of Applied Hospitality & Tourism Research”, Vol. 15, (ISSN 0975- 4954), indexed with ISRA was released during the inauguration ceremony.



Dr. Enrico Panai, Human Information Interaction Specialist & AI Ethicist. Adjunct professor- Digital Humanities in the Department of Philosophy, University of Sassari, and President (EATSA- EURO ASIA TOURISM STUDIES ASSOCIATION) extended his sincere appreciation for the outstanding collaboration that has developed between the two associations. He mentioned that the partnership established has been instrumental in promoting tourism in research. He also expressed his views stating that he was pleased with the focus of the Institute on sustainability awareness and green approaches to tourism. He mentioned that this approach towards tourism was not only significant to our planet's well-being but also has a positive impact on the local communities and the economy.

Shri Gaur Kanjilal Ji, Former Deputy Director General, Ministry of Tourism, Government of India commenced his speech by mentioning the responsible travel behavior of people post Covid-19. He stated that there was a shift in the travel habits of travellers and more people travelled to natural areas to understand the local culture of the place and, history of the environment thereby establishing the vitality of sustainable tourism. He mentioned that conservation of natural resources; not disturbing the eco-system and benefits delivered to the local people are some key aspects of sustainable tourism. Gaur Kanjilal Ji affirmed that people's choices for travel have changed and preference is laid upon unique and untouched destinations while crowded destinations are avoided.

He emphasized that **'Workation Vacation', 'Flexication' and 'Staycation'** are the new terminologies of tourism that are based on sustainable tourism. He stated that 75% travellers preferred to book hotels with flexible cancellations and refund policies and almost 50% preferred to have flexible flight tickets with free charges for dates. He accentuated that the responsible tourist was more concerned about comfortable travel irrespective of the price factor. He highlighted the imposition of **'Green fee'** by many travel destinations to address the issue of **Over-tourism** by controlling crowds. He quoted that travellers must **"Leave only footprints and take only photographs"**. He laid stress on educating the clients with respect to the do's and don'ts for eco-sensitive areas prior to the tour. He concluded by stating that green tourism is a must to save the green planet therefore its vital to enforce sustainable tourism practices.

Shri Vinod Zutshi, IAS (Retd.), Former Secretary, Ministry of Tourism, Government of India commenced his powerful speech by stating that travel and tourism have been hard hit and there has been a massive economic and social impact on the people post the pandemic. **He mentioned** that the **three guiding stars imperative for the sustainable development are green investment, inclusive growth and digital futures**. He talked about the different ways through which these parameters could be achieved in the travel and tourism sector. Focusing on inclusive growth requires investment in renewable energy, eco-friendly infrastructure for transport to reduce the carbon footprint, sustainable building practices, energy efficient lighting system and conservation of bio-diversity. He also stated that public investments will trigger the private investments as the government initiatives will trigger greener investment. Green friendly taxation and incentives must be offered for the private sectors to come forward and participate in the green investment. Digital technology should be for everyone including the government, travellers, community and the travel service providers.

Shri Vinod Zutshi mentioned that green tourism has to align with sustainable development goals 2030 to ensure a more resilient, more inclusive, carbon neutral and resource efficient future. He also stated that a plan for climate action is needed as climate change will have an impact on tourism. More partnerships with the private sector are a must for promoting the growth of green tourism. **Shri Zutshi** mentioned that destination planning management is a must since every destination is unique and therefore the carrying capacity must align with the resources to prevent the challenges faced due to over-tourism. Green efforts are being inculcated by the Ministry of Tourism. The Government of India has designed the Sustainable Tourism Criteria of India (STCI) based on GSTC Global Sustainable Tourism Criteria. He concluded on a note by

stating that academic institutions have to make approaches to include the latest digital technology as a part of their revised curriculum for meeting the needs of the industry.

Dr. Madhuri Sawant (EATSA representative), Director-Department of Tourism Administration, Dr. B. R. Ambedkar Marathwada University, Aurangabad, commenced her keynote speech by giving a reference of a drama series 'Emile in Paris', explaining the concept of 'incentive tourism'. In her presentation on "**Creative Tourism-Introspecting Research Area**", she explained the need of exploring more creative tourism activities. She highlighted the need to co-create the need and expectations of locals (of tourist places) and a tourist of any specified place, which will help enhance the creative potential and experience of the host community and tourists. Dr. Madhuri highlighted the need to introspect and redefine the concept of research and get more focus on product development. She also explained the need for sustainable tourism as it helps in development through the grass-root and creates endogenous development. In her presentation, she also accentuated the need for qualitative research work while exploring the contemporary aspects in tourism and related employment opportunities.

Mr. Gaurav Shah, General Manager (South East Asia), BotSHot-hotel, presented his keynote speech on topic '**Automation solution on Past, Present & Future: Evolution of technologies in hotels**'. He explained the need for advancing technologies and automation in the hotel industry. Understanding the need and expectations of millennials' and generation-Z, BotSHot-hotels introduced AI, VR, and robotics in their service systems. Mr. Gaurav underlined the importance of technologies towards improving service quality and profitability for the organization. He explained hotel automation as a process efficient tool with human intervention. It helps in not only saving the time but also reduces human error and enhances operational efficiency. While answering the queries of students Mr. Shah highlighted the need of paperless process as one of the most important immersive technologies of the time. Also, in order to meet the expectations of present generation and market trends, he explained the need of accepting metaverse systems at different levels of the hotel industry.

Dr. Shikha Nehru Sharma, founder of **Nutriwell Health** (India), talked about '**Technology at the heart of food revolution version-4**' in her keynote. She explained the need of understanding Ayurveda principles related to different food types for different body constitution and its role in preparing personalized diet plans for the customer. She explained the importance of channelizing the need of energy management as per the five elements of life. She elaborates role of Vedic cuisine towards immunity enhancement and adopting healthy life style.

Prof. Luis Lima Santos, Coordinating Professor at the School of Tourism and Maritime Technology of the Polytechnic University of Leiria, Portugal presented his keynote speech on "**The Manager's Perception of Hotel Performance and the Digital Challenge.**" He mentioned that the task of a hotel manager was to understand the performance of the hospitality units. He emphasized on the importance of tourism by mentioning that 10% of the world's GDP, 7% of world's exports and 30% of services exports were generated as a result of tourism. He highlighted that there were numerous sources of hotel booking- direct, agency, Global distribution system, corporate, and online travel agencies.

Prof. Luis also mentioned the summary operated statement (SOS) is an indicator of the hotel performance & highlighted that the financial ratios can be categorised in four groups. He concluded his speech by accentuating the seven KPIs (key performance Indicators) used by managers for the benchmarking process. Basic KPIs included occupancy percentage; average daily rate (ADR), Rooms revenue per available room (RevPAR) and the advanced KPIs incorporated the Average daily rate, Total operating revenue per available room (TRevPAR), Gross operating profit per available room, (GOPPAR) and, Gross operating profit margin (GOP Margin).

Day 2: April 5th, 2023

Dr. Naira Mkrtyan, Head of Education Department, Armenia-Russian International University, Armenia presented her keynote speech on “**Post-Covid and War Challenges: Their Impact on Tourism Industry of Armenia**”. In her keynote speech, Dr. Naira elaborated on the impact of covid-19 on the tourism industry of Armenia. She highlighted certain problems that need to be addressed by the Armenian government. These identified problems are the unavailability of direct flights, lack of suitable infrastructure, and safety issues for tourists in Armenia. She also mentioned the efforts taken by Special Military Operation (SMO), initiated by Russia, which directly impacts the tourist approach of Russian tourists toward Armenia.

Technical Session I: Green Investment & Inclusive Growth

Chairperson: Dr. Sanjeev Kumar Saxena

The theme of the technical session focuses on the importance of making tourism businesses more sustainable. Innovative practices, green investment and inclusive growth are the need of the hour. The element of inclusivity and sustainability must be incorporated for resource efficiency and conservation of eco-systems.

Post Covid Hotel Front Office Practices-Enriching Guest Satisfaction and Overall Stay Experience

Bharti R. & Sharma, S.

The research provides an insight into the post-Covid hotel guest preferences of non star category hotels. Hotels need to adopt innovative and sustainable practices for survival and future growth prospects. Throughout the Covid-19 period, front office practices have evolved through different stages depending upon the factors such as guest preferences, safety and security measures, hygienic conditions, sustainability and use of technology. Contactless reservations, thermal scanning, sanitization, discounts and reduced tariffs and personalized services are preferred by guests.

Expectations of Domestic Women Business Travellers from Hotel Accommodation: A Perspective of Hotel Managers

Narula, G., Kaushik, T., Hussain, S., Thakur, D.

The study ascertains the expectations of domestic women business travellers with hotel accommodation from the view point of hotel managers. The authors have identified seven key themes that are labeled as guest room as expectation of design, hotel facilities/services the expectation of comfort, amenities as the expectation of luxury, hotel security being expectation of necessity, specialized services being expectation of personalization, hotel selection stimulators being expectation of accessibility and customized meal requirements being the expectation of quality of food and food choices. From the management perspective, these seven selection criteria are the key expectations of a domestic woman business traveller from hotel stay.

Festival Induced Socio-Economic Changes: A Case Study of Sangai Festival in Promoting Manipur as a Tourism Destination

Devi, S.K., Singh, M., Meitei, C.I.

This study explores the impact of Sangai festival on the socio-economic condition of Manipur. The research mentioned that Sangai festival can be promoted as a tourism resource by spreading awareness, infrastructural development, improving hospitality measures and by encouraging local community participation in tourism services. The festival will also help in the destination development of Manipur while being an economic generator.

An Examination of the Tourist Prospects of the Buddhist Circuit

Maitra, R. & Kumar, A.

The study investigates the disparity between Buddhist tourists' perceptions and reality. The authors mentioned that Buddhist tourist sites will attract both domestic and international visitors if they have the best amenities, places to stay, attractions, and ways to get to them. Usage of Technology, Artificial intelligence (AI), big data and IOT to enhance the visibility and accessibility of products on the website are likely to yield more tourists than the traditional methods.

A Bibliometric Analysis of Augmented-Hospitality Research Context from 2010 to 2022

Chandan, R., Chaudhury, I.

Augmented reality refers to the integration of AI, IoT and machine learning for enhancing the customer experience and improving the operational efficiency. The authors mentioned that contributions related to Artificial Intelligence were greater as compared to other augmented hospitality-contexts. Customer-oriented technology adaptation is a widely discussed concept across augmented-hospitality researches.

Dr. Lucilia Cardoso, Researcher from the Centre for Tourism Research, Development and Innovation, Portugal; and President-Portuguese Graduates Association, Switzerland, presented her work on the topic '**Bibliometric Analysis in Tourism & Hospitality**'. In her keynote speech, she defined it as a research method that uses various techniques to characterize the productivity of a researcher, institute, and country. With the help of her presentation, she explained the prominence of the topic as the key performance indicator in the bibliometric analysis. Further, she explained bibliometric methods, outlining the importance of review studies, relational techniques, and evaluative techniques. She also explained the theoretical and practical approach of bibliometric analysis.

Dr. Pragya Arya, Assistant Professor, Apeejay School of Management, New Delhi conducted a research workshop, on the topic '**Bibliometric Analysis in Tourism and Hospitality**'. In her workshop, she elaborated on the bibliometric analysis with the help of an interactive session. She defined Bibliometric analysis as one of the presently preferred methods of exploring and analyzing large volumes of unstructured data. This method helps in exploring the intellectual structure of the specified domain and identifying emerging trends and journal performance, as well as to identify the knowledge gap of the domain. She also differentiated between bibliometric analysis, systematic review and meta-analysis. Further, she elaborated the analysis tools and explained the step by step procedure for bibliometric analysis



Day 3: April 6th, 2023

Prof. (Dr.) Paramita Suklabaidya, Director, School of Hospitality Services Management, IGNOU in her keynote speech on “Reflecting on inclusive Growth in Tourism and Hospitality” stated that inclusive growth allows opportunities for everyone to participate in the growth process while making sure that the benefits are shared. She accentuated that inclusive growth reflects certain goals like eradication of poverty, women empowerment and promoting sustainable economic growth among others.

Prof. Paramita also elaborated the significance and achievement of Inclusive growth for the people with disability by quoting various case studies. She elaborated the concept of pink tourism and stated that inclusivity has to be a part of the system where no one is left behind.

Technical Session II: Tourism & Hospitality Marketing and Branding

Chairperson: Dr. Sonia Sharma

The theme of the technical session emphasizes the importance of marketing and branding in tourism and hospitality sector. The influence of social media and e-practices, and practices to handle techno-stress by the academicians are the major highlights of the session. This session also outlines the factor responsible for tourism and hospitality marketing and branding. In order to meet the market demands tourism industry must have to focus on service quality, customer satisfaction, behavioral intentions of the customer, and with that they have to highlight importance of following food safety norms and inclusion of inclusive trends of the industry.

Analyzing the impact of Social Media Influencers on Destination Marketing in the Hospitality Industry

Seth, P., Tiwari, S. & Alvi, F. H.

The authors discussed the importance of social media influencers on destination marketing and detailed out the factors affecting destination marketing. Quality of tourism infrastructure was identified as the most essential factor in choosing a destination for travel. Relaxed atmosphere, cultural attraction, natural scenic beauty offered by the destination, local food and handicrafts, publicity of destination by social media and social media influencers were a few other factors crucial for destination marketing. Social media is a crucial platform for driving customer satisfaction and experience.

Techno Stress among teachers in Education: A study on Manipal Academy of Higher Education, Karnataka

Chakraborty, M. & Banerjee, S.

The research study explained the impact of ICT into the teaching pedagogy during the present time. Technostress could be overcome by increasing teachers' belief in the use of ICT in their educational services. The data analysis showed that boosting instructors' confidence in using ICT into their teaching practises helped alleviate technostress. Likelihood of individuals continuing to use ICT is dependent on the situation in which they perceive that the system will improve their work performance. The research work also analyzed the symptoms of technostress and outlined the physical and psychological variables of the study.

Evaluating the Image of the Buddhist Circuit using the Relative Importance Index

Raman, R. K. & Chaudhary, M.

The study identified and ranked 54 tangible and intangible attributes in shaping the image of the Buddhist tourism Circuit. Exciting tourist destination, Notable historic/heritage/cultural landmarks, Fascinating

attractions, Unique living culture, Rich and diverse representations of Buddhist arts and religious images are a few attributes rated significant for destination image. Efforts need to be channelized towards improving the physical infrastructure of the Buddhist Circuit, as well as providing quality of services provided to tourists. An Assessment of Food Safety Knowledge towards Consumers in India'

An assessment of Food Safety Knowledge towards Consumers in India

Shukla, D. P.

The research explored the different factors impacting the food safety measures in hotel industry. The study also evaluates the relationship between the consumer socio-demographic profiles and the level of their food safety knowledge. The requirement for trained workers and new practices and methods of service delivery must be incorporated for enhancing the food safety knowledge of the consumers.

e-HRM practices of hotels in Delhi NCR: a study on perception of employees and HR personnel

Kamboj, R. and Sharma, R.

E-HRM leads to making use of systems in order to provide organizations an effective performance of improvement in activities. The research elaborated the perception of hotel employees towards various factors of e-Human Resource Management. Talent retention, competitive position, continuous innovation, profitability and process effectiveness were the aspects of organizational performance for which the HR personnel shared their perceptions.

Investigating the Relationships between Service Quality, Customer Satisfaction, and Behavioral Intentions of Food Tourism on National Highways

Kumar, P.

The author identified that service quality has a significant positive effect on customer satisfaction. They also mentioned the importance of customer satisfaction in driving behavioral intentions. Satisfied customers are more likely to have positive behavioral intentions toward food tourism businesses. This study concludes that service quality leads toward customer satisfaction and plays a vital role to stimulate positive behavioral intentions of food tourism. Further, this study implies that better service quality magnifies the customer satisfaction.



Special Technical Session III (For UG Student Researchers)
Contemporary Issues in Hospitality and Tourism
Chairperson: Dr. Rachna Chandan

The theme of the technical session highlighted various concepts and innovations along with the current scenario prevailing in the hospitality and tourism sector. This special session was conducted to bring forth the ideas of the young researchers of tomorrow.

Redefining the rapid growth of anime in the hospitality industry in India and its affect on the youth of the country was a novel concept that commenced the technical session. Another presentation detailed out the identification of preferred styles of interiors in the hotel guestroom while also mentioning the lack of awareness amongst hotel staff related to the same. A key concept addressed in the technical session detailed out the relationship between marketing tools and hospitality services in aviation industry and the impact of the same on customer attraction, retention and satisfaction.

A different point was touched upon when Indian food and wine pairing and its impact on the hospitality industry were discussed by one of the hospitality students. Talking about digital futures, another presentation highlighted the impact of artificial intelligence on the food and beverage sector. This study details out the impact of AI as a medium of service on employee satisfaction as well as customer experience. Enhancing the culinary experience and decision making of customers through the influence of food bloggers is another area of interest for the new generation. This study presents the availability of food bloggers in the market and the impression created by them in the mind of customers. A unique study spoke about analyzing the factors associated with the growth of synergies and partnerships in hospitality industry focusing specifically on the luxury and budget hotels. The study mentioned that such partnerships will impact the overall growth in terms of revenue, profitability, employment while enhancing the guest experience and brand value.

Valedictory Ceremony

Prof. R.K. Bhandari, President of the conference, presented the closure report to the audience. In his closure report, he highlighted that the conference has enlightened the researchers and stakeholders to get an insight into the opportunities that are provided in the field of sustainability and its long-term implications for being an automated hospitality and tourism sector. He mentioned that the Sustainable development survives a Nation with Social and Economic Enrichment and this in turn satisfies the needs & values of all interest groups. And to have this we must ensure that the Environment Conservation through green investment must be followed and practices in the operations and management of Hotel, Travel & Tourism Industry. Community participation and inclusive growth is the another key area that he emphasized in his closure report. He also addressed the issue of digital future in the Hospitality and Tourism Industry and said that it is always at the forefront of initiating the use of digital technology for increasing the efficiency and productivity of the hotels, travel and tourism sector. He also mentioned that identifying customers and inviting their attention through innovation, digital technology and inclusive growth at all levels of operations, marketing and repositioning of the business amid global or local competitors is a challenge. The nature of demand and competition along with technological innovations are the compelling reasons for this transformation and thereby the conference successfully addressed the foremost key concern of current situation in Hotel, Travel & Tourism Sector, i.e. Green Investment, Inclusive Growth & Digital Futures.

Dr. Arvind Kumar Saraswati, Convenor of the conference proposed vote of thanks to all the delegates and concerned stakeholders. Expressing his gratitude towards all the International and domestic delegates who participated in the conference either virtually or physically, he appreciated their participation, contribution and support for making the conference achieving its quality objective and addressing the major key concerns of present time i.e. Green Investment, Inclusive Growth & Digital Futures in Hotel, Travel & Tourism Sector.

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