

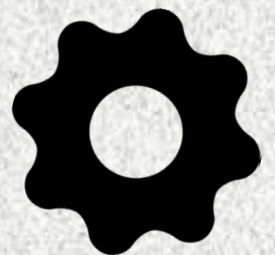
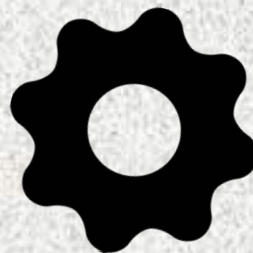
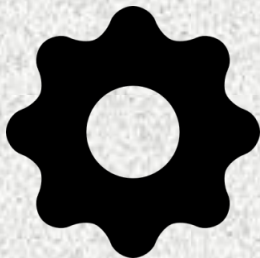
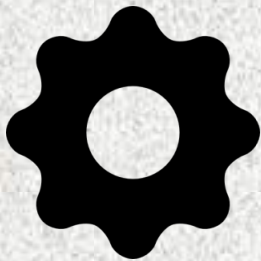
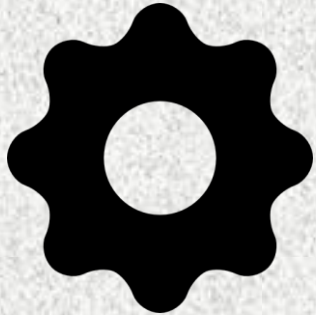


Yuva

VOLUME 8
ISSUE 1

The Essence of Hospitality

THOUGHT



Mr. Harshit Madan of 3rd year painted this cover page to show different varieties of social media promotions in hospitality industry. It highlights the true essence of social media marketing needs and influencer marketing in hospitality. The excellence of the artists, clearly showcase the roadway of success for hotels after using social media as a promotion strategies.

Message from the Editor-in-Chief



Dear Reader,

We are living in a competitive world with high-speed-changing scenarios around us. Today's lifestyle has changed radically due to our reliance on technological advancement. From waking up in the morning to falling asleep at night, we depend on technology for most of our activities and its services. Social media sites are another technological landmark that keeps most people occupied and connected online with groups of their preference. This pervasive digital landscape has given rise to a new breed of influencers: **the Social Media Influencer**. We are observing the trend and use of Social Media Influencers in the Hospitality industry also. Their impact encompasses beyond the realms of branding at personal level to the businesses across different industries, including the Hospitality sector.

The special issue has contributions that explore the interesting scope and trends in Virtual Reality and Augmented Reality, marketing through virtual influencers and social media influencers as a career besides partnership with such groups by the Hotel, Travel, and Tourism sector. From virtual tours of hotel properties to AR-enhanced travel guides, the possibilities are endless, and can create memorable and interactive experiences for their customers.

In this special issue, we delve into the dynamic landscape of VR and AR and related changing trends of marketing strategies employed by the industry players.

I am sure you will enjoy reading this issue and your perception will certainly will be influenced.

Best Wishes



Mission

Statement

The essential purpose of the Newsletter is to reinforce and allow increased awareness and knowledge regarding hotel innovations and technology for a diverse readership including alumni, faculty, students and parents.

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Mr. Soumay Arora (2nd year)

Social Media Platforms and Influencer Marketing in the Hospitality Industry

By - Soumay Arora

In the rapidly evolving digital landscape, social media platforms and influencer marketing have become indispensable tools for the hospitality industry. With the rise of social media influencers, hotels and restaurants have discovered innovative ways to reach their target audience, increase brand awareness, and drive sales.



Social media influencers are individuals who have established credibility in a specific industry, such as travel and hospitality. They create content on platforms like Instagram, Facebook, YouTube, and TikTok, and their content can be in the form of images, videos, or written posts. Influencers can be celebrities, bloggers, vloggers, or social media personalities who are known for their expertise, knowledge, and creativity.

The hospitality industry has recognized the potential of social media influencers in marketing their products and services. Influencer marketing can help businesses reach their target audience, increase brand awareness, generate sales, and create a buzz around a particular hotel or restaurant.

Benefits of Influencer Marketing in Hospitality

1. **Reach a larger audience:** Influencers have a dedicated following, and by partnering with them, hotels and restaurants can reach a wider audience.
2. **Build brand awareness:** Influencers can help hotels and restaurants build brand awareness by sharing their experiences and recommending their products and services to their followers.
3. **Generate sales:** Influencers can drive sales by encouraging their followers to book a stay or dine at a particular hotel or restaurant.
4. **Create a buzz:** Influencers can create a buzz around a particular hotel or restaurant, which can lead to increased bookings and revenue.



Influencer Marketing Strategies for the Hospitality Industry

1. **Collaborate with influencers:** Hotels and restaurants can collaborate with influencers to create content that showcases their products and services.
2. **Offer free stays or meals:** Hotels and restaurants can offer free stays or meals to influencers in exchange for their endorsement and content creation.
3. **Host influencer events:** Hotels and restaurants can host influencer events to showcase their products and services to.
4. **Leverage user-generated content:** Hotels and restaurants can leverage user-generated content by encouraging their guests to share their experiences on social media platforms.

Choosing the Right Influencers

1. **Identify the right niche:** Hotels and restaurants should identify the right niche for their target audience. For example, a luxury hotel may want to partner with luxury travel influencers, while a budget hotel may want to partner with budget travel influencers.
2. **Look for authenticity:** Hotels and restaurants should look for influencers who are authentic and have a genuine connection with their followers.
3. **Check engagement rates:** Hotels and restaurants should check the engagement rates of influencers to ensure that their content is resonating with their followers.
4. **Consider the cost:** Hotels and restaurants should consider the cost of working with influencers and ensure that the investment is worthwhile.

Conclusion

Influencer marketing has become an essential tool for the hospitality industry. By partnering with social media influencers, hotels and restaurants can reach a wider audience, increase brand awareness, and drive sales. However, it is essential to choose the right influencers and develop a strategic approach to ensure that the investment is worthwhile.

Source:

- <https://www.linkedin.com/pulse/rise-social-media-influencers-hospitality-marketing-innsight>
- <https://prenohq.com/blog/how-to-leverage-the-power-of-influencer-marketing-for-your-hotel/>

The Impact of Social Media on Consumer Behaviour in Hospitality

By - Soumay Arora

The hospitality industry has experienced significant changes due to the rise of social media platforms. Social media has become a powerful tool for businesses to engage with customers, share information, and influence consumer behaviour. This article explores the impact of social media on consumer behaviour in the hospitality industry and discusses social media marketing strategies that can be employed to enhance customer engagement and satisfaction.



Impact of Social Media on Consumer Behavior

Social media has transformed the way consumers approach the hospitality industry. It has become an essential tool for consumers to search, decide, and book hotels. Some key findings on the impact of social media on consumer behaviour in the hospitality industry include:

- 1. Influence on decision-making:** Social media plays a significant role in affecting the way consumers make decisions about their hotel accommodations.
- 2. Increased engagement:** Social media platforms provide an opportunity for businesses to engage with customers and clients in dialogue, recognizing their needs.
- 3. Positive content:** Maintaining positive content on social media can benefit both the industry and consumers, as it helps to foster a behaviour change that enhances their involvement in the communication associated with the hotel product.

In conclusion, social media has had a profound impact on consumer behaviour in the hospitality industry. By adopting effective social media marketing strategies, businesses can engage with customers, influence decision-making, and ultimately enhance their overall customer experience.

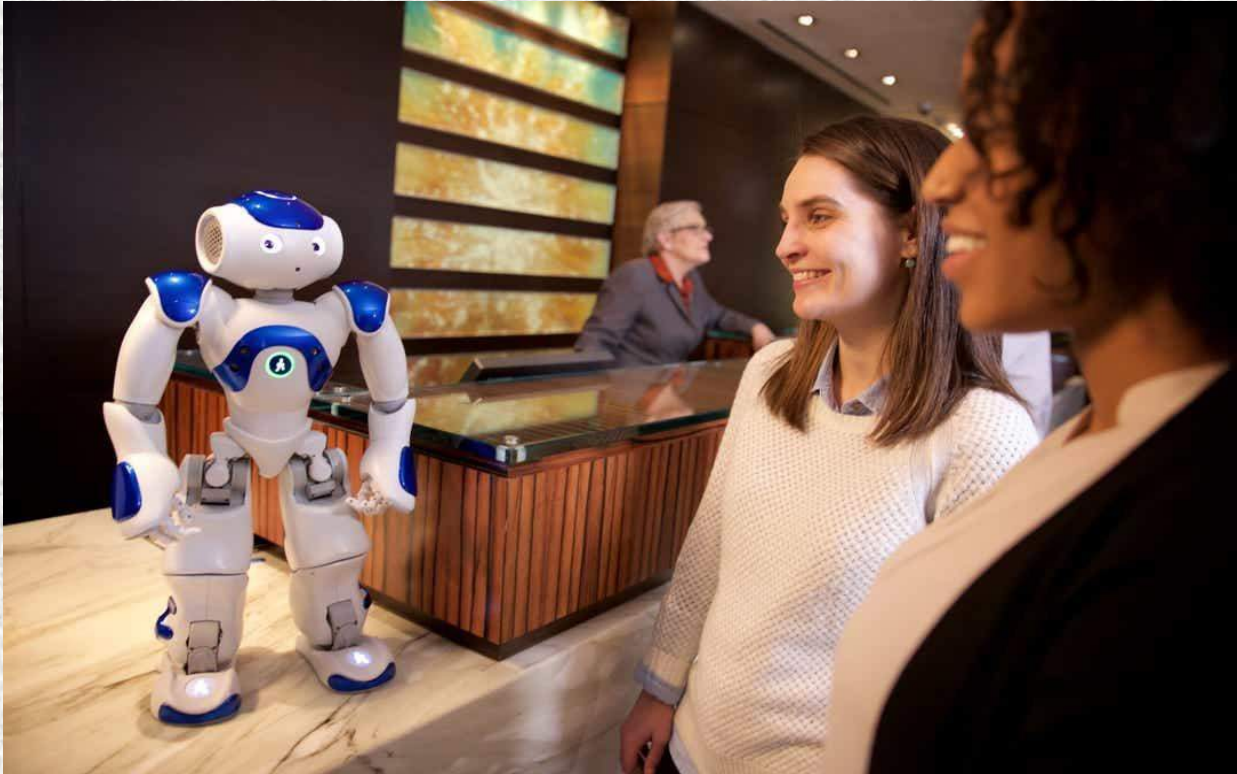
Source:

1. <https://www.sciencedirect.com/science/article/pii/S240589632203052X>
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Emerging Trends: Virtual Influencers and AI in Hospitality Marketing

By - Soumay Arora

In the ever-evolving landscape of hospitality marketing, innovative technologies like virtual influencers and artificial intelligence (AI) are shaping the future of the industry. As the world recovers from the pandemic, hotels and travel businesses are adapting to new trends to attract customers, drive bookings, and increase revenue. In this article, we will explore the impact of virtual influencers and AI on hospitality marketing.



Virtual Influencers: The Digital Face of Hospitality

Virtual influencers, or AI-powered personalities, have disrupted traditional marketing strategies and are reshaping the way brands connect with consumers. These digital personas, created using advanced AI algorithms, have made significant strides in the fashion and beauty industry, collaborating with renowned brands and driving product endorsements. In the travel and hospitality sector, virtual influencers have become travel companions, showcasing different styles and trends, and resonating well with fashion-forward audiences.

AI in Hospitality: Enhancing Guest Engagement

AI is transforming the hospitality industry by providing a novel way for brands to engage consumers in a personalized and cost-effective manner. Some of the ways AI is being utilized in hospitality marketing include:

1. **Chatbots for Customer Service:** AI-powered chatbots streamline guest inquiries, reservations, and service requests, enhancing customer service.
2. **Personalized Recommendations:** AI algorithms analyse guest preferences and behaviours to suggest personalized services, room amenities, and local attractions.

3. **Facial Recognition Technology:** Expedite check-in processes and enhance security through facial recognition for guest identification.
4. **Predictive Analytics for Pricing:** AI algorithms optimize room rates based on demand, events, and market trends, ensuring hotels remain competitive.

Virtual Reality and Augmented Reality: Immersive Experiences

Virtual reality (VR) and augmented reality (AR) have emerged as powerful tools for hospitality marketing. VR tours offer a remote yet immersive experience, allowing customers to explore hotels, venues, or attractions without physical travel. This trend is particularly relevant in a time when travel restrictions persist. On the other hand, AR overlays digital information onto the real world, providing guests with interactive experiences that enhances their stay.

Influencer Marketing: The Digital Word-of-Mouth

Influencer marketing remains a potent strategy for increasing brand awareness and generating direct bookings. Collaborating with influencers, especially those relevant to the target audience, builds credibility and trust. Influencers can create a compelling allure around hospitality offerings through captivating visuals, influencing potential customers' choices.

In conclusion, the hospitality industry is embracing innovative technologies like virtual influencers and AI to adapt to the post-pandemic landscape. By understanding and implementing these trends strategically, hospitality businesses can build lasting relationships with customers, drive bookings, and thrive in an ever-changing market.

Sources:

1. <https://www.revfine.com/hospitality-marketing/>
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Challenges and Risk of Influencer Marketing in Hospitality

By- Pranali Sakhare

In recent years, influencer marketing has become an integral part of the hospitality industry, with businesses leveraging the power of social media influencers to promote their services and engage with a wider audience. While this marketing strategy offers numerous opportunities and benefits, it also comes with its fair share of challenges and risks. Understanding these potential hurdles is crucial for hospitality businesses to effectively implement influencer campaigns and ensure their success.

In the age of social media, influencers have become the modern-day trendsetters, shaping opinions, sparking trends, and wielding tremendous influence over their followers. Influencers have the power to transform everyday products and ideas into cultural phenomena. Their ability to connect with audiences on a personal level and authentically endorse brands and products has revolutionized marketing as we know it. From their capacity to create authentic connections to their unique storytelling skills, influencers have shown us that their impact goes far beyond the screens, and understanding this power is crucial for any brand seeking to thrive in today's digital landscape.

Amongst various others, travel and hospitality are two industries which prove just how valuable influencer strategies can be in propelling the performance of marketing campaigns. After all, when it comes to deciding on a destination to visit or hotel to stay in, consumers are more likely to trust a personal recommendation over a traditional marketing platform; influencer marketing works with this idea to marry the credibility of a celebrity's status with the service they promote.

Using influencers in the hotel industry not only allows you to define your target audience but reach them through somebody that has worked to already solidify a strong and credible relationship with their audience. This can help smaller brands move through the usual noise that surrounds larger brands, enabling them to enter a new realm of consumer trust through relationship-building.

While this marketing strategy offers numerous opportunities and benefits, it also comes with its fair share of challenges and risks. Understanding these potential hurdles is crucial for hospitality businesses to effectively implement .

Sources:

1. <https://fastercapital.com/topics/the-challenges-and-risks-of-influencer-marketing-and-how-to-overcome-them.html>
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The Influential Wave: Unravelling the Role of Influencers in Shaping Consumer Perception in the Hospitality Industry

By- Bhavesh

In the dynamic landscape of the hospitality industry, where consumer preferences and trends are ever-evolving, the role of influencers has emerged as a powerful force in shaping and moulding consumer perception. This article delves into the intricate dance between influencers and the hospitality sector, exploring the ways in which these social media mavens wield their influence to impact the choices and perceptions of modern consumers.



The Rise of Influencers:

In recent years, the rise of social media platforms has given birth to a new breed of online personalities – influencers. These individuals, armed with sizable followings across platforms like Instagram, YouTube, and TikTok, have become tastemakers and trendsetters in various industries, including hospitality. The ability of influencers to engage and connect with their audience on a personal level has transformed them into trusted voices that consumers turn to for recommendations, inspiration, and validation.

Building Brand Awareness:

One of the primary roles of influencers in the hospitality industry is to build brand awareness. Whether it's a luxurious hotel, a trendy restaurant, or an exotic travel destination, influencers have the power to showcase these establishments to a global audience. Through captivating visuals, authentic storytelling, and firsthand experiences, influencers create a virtual bridge between consumers and the hospitality businesses they endorse. This exposure not only introduces brands to a broader audience but also adds a layer of credibility through the influencer's personal touch.

Authenticity and Trust:

Consumers today crave authenticity, and influencers have mastered the art of delivering it. Unlike traditional advertising which can feel scripted and detached, influencers bring a genuine, relatable aspect to their content. When an influencer shares their positive experience with a hotel stay or a dining experience, their followers are more likely to trust and resonate with the recommendation. This trust is invaluable in an industry where positive word-of-mouth can significantly impact a business's success.

Influencers as Trendsetters:

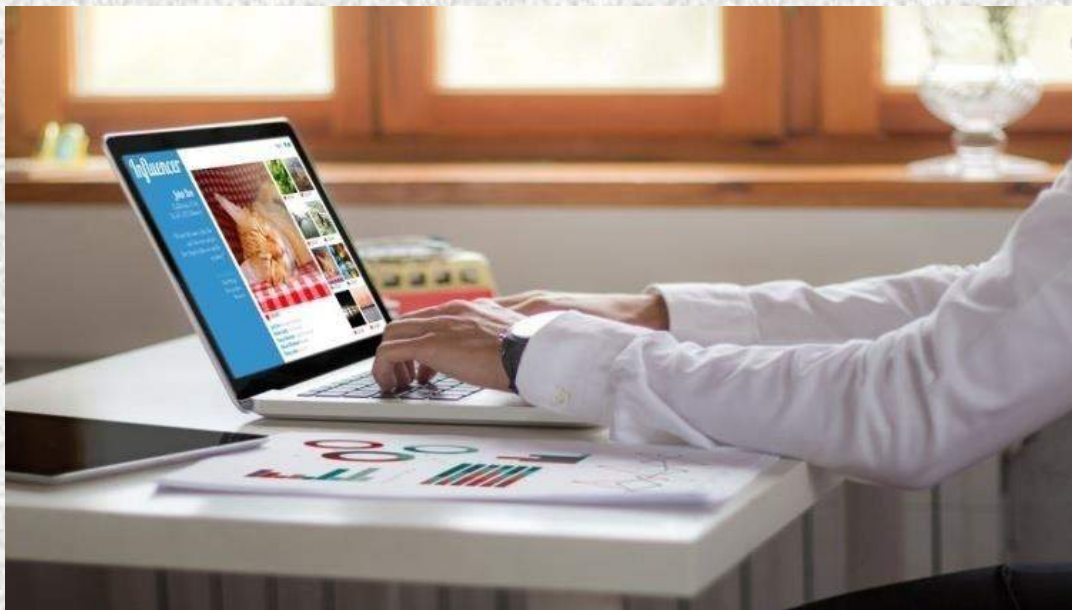
Beyond showcasing existing establishments, influencers often play a pivotal role in setting trends within the hospitality industry. Their unique ability to spot emerging trends, whether it be in food, design or experiences, can shape consumer preferences and influence business strategies. From the latest food crazes to innovative hotel amenities, influencers act as trendsetters who dictate what is "in" and what is not, thereby influencing consumer choices and shaping the competitive landscape.

Challenges and Ethical Considerations:

While influencers bring immense value to the hospitality industry, there are challenges and ethical considerations that cannot be ignored. The potential for biased reviews, authenticity concerns, and the blurring lines between genuine content and paid promotions are issues that both influencers and businesses must navigate carefully. Striking a balance between maintaining transparency and preserving authenticity is crucial for sustaining the trust that consumers place in influencers.

Conclusion:

In conclusion, influencers have become indispensable players in shaping consumer perception in the hospitality industry. Their ability to build brand awareness, foster authenticity, and set trends has transformed the way consumers discover, engage with, and choose hospitality services. As the industry continues to evolve, businesses that understand and leverage the power of influencers stand to thrive in the ever-changing landscape of consumer preferences and trends.



Sources:

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2. https://www.researchgate.net/publication/367219473_THE_ROLE_OF_SOCIAL_MEDIA_INFLUENCERS_IN_SHAPING_CUSTOMER_BRAND_ENGAGEMENT_AND_BRAND_PERCEPTION

Utilising Short form Videos for Hospitality Promotion

By- Naman Gupta

In the ever-evolving landscape of the hospitality industry, the need for innovative and engaging promotional strategies has never been more crucial. As we navigate the digital age, short-form videos have emerged as a powerful tool, transforming the way we connect with our audience.



The Dynamic Appeal of Short-Form Videos

Short-form videos, with their bite-sized content, have become a cornerstone of online communication. Platforms like TikTok, Instagram Reels, and Snapchat have become stages for captivating narratives, providing a unique opportunity for hospitality professionals to showcase their establishments in a fresh and compelling light.

Seizing Attention in Seconds

In a world where attention spans are fleeting, the ability to captivate within seconds is a priceless asset. Short-form videos enable hospitality businesses to convey their essence swiftly, offering glimpses into the unique offerings that set them apart. From exquisite room interiors to behind-the-scenes culinary magic, these videos create an instant and lasting impression.

Showcasing Memorable Experiences

At the heart of hospitality lies the creation of memorable experiences. Short-form videos serve as a window into the vibrant atmospheres, live events, and personalized services that define an establishment. By offering a taste of these immersive experiences, businesses can attract potential guests and foster anticipation.

Humanizing Your Brand

Hospitality is a people-centric industry, and short-form videos provide an avenue to humanize your brand. Introduce the faces behind the scenes, highlight their expertise,

and share the stories that make your establishment unique. This personal touch builds familiarity and trust, creating a connection that resonates with your audience.

Quick Tutorials and Irresistible Offers

Short-form videos are perfect for sharing quick tutorials, whether it's a master class in mixology or a sneak peek into exclusive spa treatments. Moreover, these videos are an effective platform for promoting time-sensitive offers, creating a sense of urgency that can drive immediate bookings and reservations.

Crafting Your Short-Form Video Strategy

To seamlessly integrate short-form videos into your promotional strategy, consider the following:

1. **Define Your Message:** Clearly outline the key messages you want to convey, ensuring they align with your brand identity.
2. **Consistent Branding:** Maintain visual and tonal consistency across your videos to reinforce brand recognition.
3. **Engage with Trends:** Stay abreast of platform trends, participating in challenges or leveraging popular sounds to enhance visibility.
4. **Call to Action:** Encourage viewers to take the next step, whether it's booking a stay, exploring your website, or following your social media channels.
5. **Analytics and Adaptation:** Regularly analyze video performance to understand what resonates best with your audience and adapt your content accordingly.

In conclusion, short-form videos offer an innovative and effective means of promoting your hospitality establishment in the digital era. As we navigate this exciting landscape, let's embrace the creativity these platforms afford us, elevating our industry standards together.

Source;

1. <https://www.linkedin.com/pulse/importance-short-form-video-modern-hotel-resort-corm-hutchinson>

Building Authenticity and Trust: Influencer Partnerships in Hospitality

By: Aakshita Khanna

Building authenticity and trust through influencer partnerships in the hospitality industry is a strategic approach to leveraging the reach and influence of social media personalities to connect with potential guests.

Here are some key strategies to consider:

Authenticity is Key

When selecting influencers to partner with, prioritize those whose values and content align with your brand. Authenticity is crucial in building trust with your audience.

Transparency in Partnerships: Clearly disclose any paid partnerships to maintain transparency and trust with your audience. This helps in building credibility and authenticity.



Co-Creation of Content

Involve influencers in the co-creation of content that showcases your hospitality offerings in an authentic and engaging way. This can include behind-the-scenes experiences, unique amenities, or special events.

User-Generated Content: Encourage influencers to generate user-generated content during their stay, as this can be a powerful tool for building trust and authenticity. Sharing real guest experiences can be more impactful than traditional marketing content.

Long-Term Relationships

Consider building long-term relationships with influencers who genuinely connect with your brand. This can lead to more authentic and trustworthy partnerships over time.

Engage with Followers: Encourage influencers to engage with their followers about their experiences at your property. This can help build trust and authenticity by providing real-time feedback and responses. By implementing these strategies, hospitality brands can build authentic and trustworthy relationships with their audience through influencer partnerships.

In today's digital age, influencer partnerships have become a powerful tool for the hospitality industry to build authenticity and trust with their audience. By collaborating with influencers who have a strong and genuine connection with their followers, hotels, resorts, and other hospitality businesses can create engaging and authentic content that resonates with potential guests. This article will explore the importance of authenticity and trust in influencer partnerships within the hospitality industry and provide insights into how businesses can effectively leverage these collaborations to enhance their brand image and attract new customers.

Authenticity and trust are two of the most valuable assets in the hospitality industry. With the rise of social media, consumers are increasingly seeking genuine and relatable content when making travel and accommodation decisions. Influencers, who have built a loyal following based on their authenticity and credibility, can help hospitality businesses connect with their target audience in a more meaningful way.



When selecting influencers to partner with, it's essential for hospitality businesses to prioritize authenticity over follower count. Micro-influencers, who typically have a smaller but highly engaged audience, often yield better results in terms of building trust and credibility. By collaborating with influencers who genuinely align with their brand values and offerings, hotels and resorts can create content that feels more authentic and resonates with potential guests. To build trust through influencer partnerships, hospitality businesses should focus on transparency and disclosure. Clearly communicating the nature of the partnership and ensuring that the content shared by influencers accurately represents the guest experience is crucial in maintaining credibility. Authenticity should be the cornerstone of every influencer's collaboration and businesses must strive to deliver on the promises made through these partnerships.

In addition to creating authentic content, influencer partnerships can also help hospitality businesses showcase their unique offerings and experiences. Whether it's a luxury hotel, a boutique resort, or a local attraction, influencers can provide a firsthand perspective that allows potential guests to envision themselves enjoying the experience. This can significantly impact the decision-making process and ultimately lead to an increase in bookings and visits.

In conclusion, influencer partnerships present a valuable opportunity for the hospitality industry to build authenticity and trust with consumers. By prioritizing genuine connections, transparent communication, and the creation of relatable content, hotels, resorts, and other hospitality businesses can leverage influencer collaborations to enhance their brand image and attract new customers. In an increasingly competitive market, building authenticity and trust through influencer partnerships is a strategic approach that can yield significant long-term benefits for the hospitality industry.

Sources:

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2. <https://www.hungryhungry.com/about/blog/the-power-of-influencer-partnerships-choosing-the-right-influencers-for-authentic-and-impactful-collaborations>
3. <https://www.linkedin.com/pulse/influencer-partnerships-elevating-your-hotel-brand-through>

Future's Outlook: Innovations and the Evolving Landscape of Social Media in Hospitality

By- Bhavesh

In the ever-evolving digital age, social media has become an integral part of our daily lives, influencing how we connect, communicate, and consume information. The hospitality industry, known for its adaptability, has embraced the power of social media to enhance customer experiences, engage with audiences, and stay ahead in a competitive market. As we look into the future, it's clear that innovations in technology will continue to shape the landscape of social media in hospitality.



Current Trends in Social Media and Hospitality

A. *Influencer Marketing:*

In recent years, influencer marketing has become a driving force in the hospitality sector. Hotels, restaurants, and travel destinations collaborate with influencers to showcase their offerings, reaching a wider audience and leveraging the influencer's credibility. As we move forward, we can expect this trend to evolve, with more personalized and authentic collaborations that resonate with diverse consumer demographics.

B. *User-Generated Content (UGC):*

User-generated content remains a powerful tool for building trust and credibility. Guests sharing their experiences on social media platforms provide authentic and relatable content, influencing potential customers. The future will likely see a rise in UGC campaigns, where businesses encourage and reward customers for sharing their moments, creating a sense of community around the brand.

Technological Innovations Shaping the Future:

A. *Augmented Reality (AR) and Virtual Reality (VR):* The integration of AR and VR in social media platforms is set to revolutionize the way consumers interact with hospitality businesses. Imagine virtually exploring hotel rooms, experiencing restaurant ambiance, or previewing travel destinations before making a reservation. This immersive technology will not only enhance customer decision-making but also provide a unique and memorable online experience.

B. Artificial Intelligence (AI) and Chatbots: AI-driven chatbots are becoming increasingly sophisticated, offering personalized and real-time interactions with customers. In the hospitality industry, chatbots can streamline booking processes, provide instant customer support, and even recommend personalized travel itineraries. As AI continues to advance, we can anticipate more seamless and efficient customer experiences on social media platforms.

Social Responsibility and Sustainability:

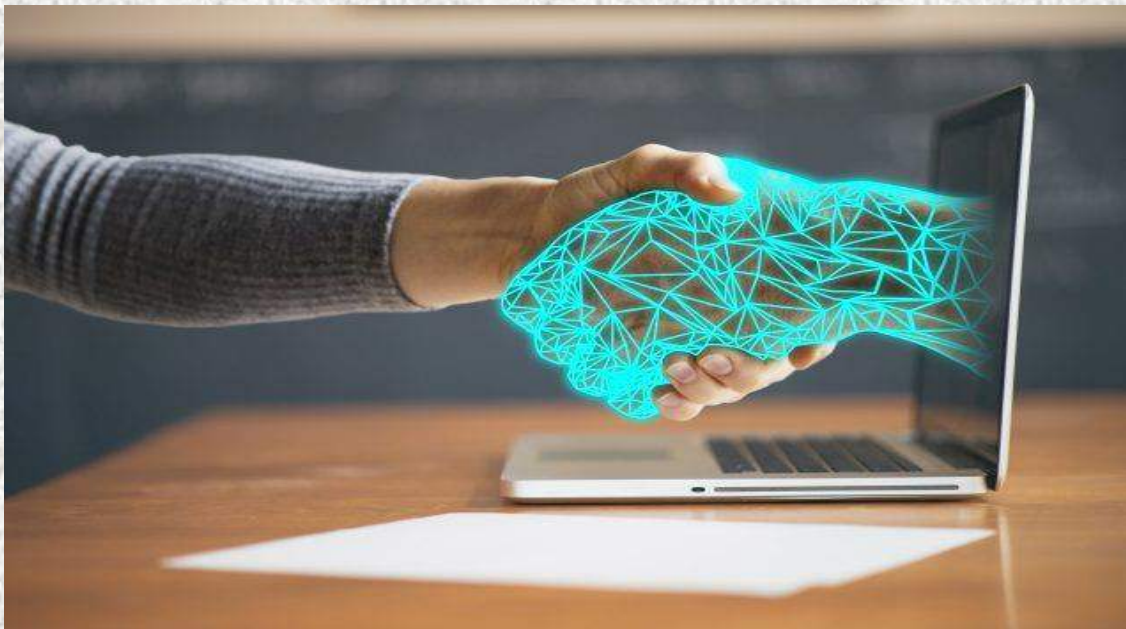
As consumers become more conscious of social and environmental issues, hospitality businesses are expected to align with these values. Social media will play a crucial role in showcasing a brand's commitment to sustainability and responsible practices. From eco-friendly initiatives to community engagement, businesses that authentically communicate their social responsibility efforts will likely garner greater support and loyalty on social media.

Challenges and Opportunities:

While the future of social media in hospitality holds immense potential, businesses must navigate challenges such as data privacy concerns, algorithm changes, and the evolving preferences of digital consumers. Staying agile and adapting to emerging trends will be essential for success.

Conclusion:

The future's outlook for social media in the hospitality industry is promising, with technological innovations and evolving consumer expectations driving significant changes. *Businesses Future's Outlook: Innovations and the Evolving Landscape of Social Media in Hospitality.*



Sources:

1. <https://fastercapital.com/topics/future-trends-and-innovations-in-hospitality-social-media.html>
2. <https://www.bu.edu/hospitality/2023/01/26/technology-trends-in-hospitality/>

CO-SCHOLASTIC ACTIVITIES



BCIHMCT Celebrates 77th Independence Day: A Triumph of Unity, Inspiration, and Patriotism on August 15, 2023

CRACK THE CAMPUS



On the Day One of the CRACK THE CAMPUS sessions, Halp Technologies, Canada Halp presented an engaging session for final year students about the opportunities available to them while studying abroad on August 17, 2023



Embarking on Success: Highlights from Day 2 of CRACK THE CAMPUS Transformational Career Strategies & Dynamic Skills Development on August 19, 2023



Empowering Heroes: BSF Personnel Acquire Culinary Expertise in BCIHMCT's CSR Workshop on August 21, 2023.



Inspiring Excellence: Unveiling Insights from Hospitality Industry Stalwarts at Banarsidas Chandiwala Institute's 'Crack the Campus' Event on August 25 2023



Cultivating Future Hoteliers: Expert Wisdom and Strategies Unveiled at BCIHMCT's Exclusive Industry Workshops on August 27 2023



The BCIHMCT (Banarsidas Chandiwala Institute of Hotel Management and Catering Technology) campus celebrated Teacher's Day, a significant day recognized globally to honour the teaching profession's contribution on September 05 2023

ORIENTATION PROGRAMME



The Orientation Programme for first-year students (BATCH 2023 -2027) at Banarsidas Chandiwala Institute of Hotel Management and Catering Technology (BCIHMCT) commenced on September 11, 2023



On the day two of Orientation Program, a highly informative and engaging session was conducted on the topic of "Grooming & Hygiene Standards September 12, 2023.



Chef Ranojit Kundu Head of the Department, Patisserie conducted One day FDP session on "CAKE ICINGS –Ganache & Marzipan" at Lady Irwin College, Mandi House, Delhi University on September 04, 2023.



The Campus Placement season at the BCIMCT campus commenced with great enthusiasm and anticipation as The Oberoi Group of Hotels on September 18 2023.



Transforming First-Year Students into Hospitality Professionals: Communication Skills Session Led by Mr. Peeyush Srivastav on 13 September 2023.



The Eco Club at BCIHMCT organized “Best Out of Waste “ competition during the orientation program for the batch of 2023-2027 on September 15, 2023.



International Housekeeping Week, held at BCIHMCT, was a genuine acknowledgment to the campus's often-overlooked heroes from September 10 to 16, 2023



BCIHMCT conducted a laundry visit for second-year students on September 19, 20, 21, 22, 2023



Ms. Ekta Mahajan, an expert in training and development, took the industry expert session for First Year Batch (2023 -2027) On September 19, 2023



BCIHMCT Students Shine Bright: Taj Group of Hotels Impressed by Hospitality Talent at Campus Recruitment Drive on 23 September 2023



BCIHMCT Fosters Green Warriors through 'Mission LiFE & E-Waste Management' Workshop by H.M.E New Delhi, September 22, 2023



Empowering Tomorrow's Women: Self-Defence Workshop Equips Students with Life-Saving Skills on 26 September 2023.



The 22nd Chandiwala Hospitality Ensemble Returns this November 01 -03, 2023



Annual Debate Competition (Organized at BCIHMCT on September 29, 2023)



BCIHMCT Celebrates International Day of Non-Violence with Swachhhta Pledge on September 29 2023



BCIHMCT Empowers Aspiring Hospitality Professionals with 'Third Wave Coffee' Workshop" September 29 2023



ITC Campus Recruitment Shines as Hospitality Industry Giants Inspire Future Talent on October 3, 2023



Congratulations to Manan Paulistya, Siddhant Arneja, Chirag Saini and Anusha Gurung for being selected as Campus Ambassadors at BCIHMCT Batch 2020



BCIHMCT Celebrates Innovation and Sustainability with Remarkable 'Best Out of Waste' Competition on October 4 2023



BCIHMCT and Tulleho Beverage Academy Collaborate for a Successful Wine Appreciation Workshop on October 6 2023.



BCIHMCT organized The Flower Arrangement and Towel Origami Competition on October 06, 2023.



Chef Harsh Budhiraja of BCIHMCT's (Batch 2020-2024) won the distinguished title of 'Student Chef of the Year' at 20th Annual Chef Awards, 2023. on October 14, 2023



Transformative 'Mindfulness' Workshop Empowers BCIHMCT Students on October 16 2023



In a gastronomic journey that transcended borders, the final year students of BCIHMCT were treated to an exceptional workshop on Mediterranean Cuisine on October 16 2023.



BCIHMCT's Special Workshop on Japanese and Progressive Chinese Cuisine Entrhals Aspiring Culinary Hospitality Professionals on October 20 2023.



As the 22nd Chandiwala Hospitality Ensemble (CHE, 2023) approaches, the world of hospitality is gearing up for a culinary extravaganza like no other from 1st to 3rd November 2023.



As the 22nd Chandiwala Hospitality Ensemble (CHE, 2023) approaches, the excitement in the hospitality world is palpable from 1st to 2nd November 2023.



BCIHMCT's 22nd Chandiwala Hospitality Ensemble Ignites the Spirit of Culinary Excellence and Sustainable Hospitality Practices with a Grand Inauguration Ceremony on November 1st 2023.



Embracing the Power of Millets: A Wholesome Culinary Revolution



Chandiwala's Culinary Odyssey: Hospitality Ensemble 2023 Closing Ceremony



Jaypee Hotels & Resorts visited BCIMHCT to conduct placement interviews for the final year batch of the institute On November 10, 2023.



Apeejay Institute of Hospitality Ignites Careers: The Park Hotels' Campus Placement Drive Sets the Stage for Hotel Management Graduates' Success on November 17 2023.



BCIMHCT and T.I.M.E. Education Empower Final Year Students with Strategies for Success in Group Discussions and Personal Interviews on November 21 2023.



Academia-Industry Interface Meet at ITC Maurya: Bridging Gaps in Hotel Management Education on December 8 2023.



Cinépolis India Enriches BCIHMCT Campus with Insightful Placement Process, Fostering Robust Industry-Academia Synergy and Paving the Way for Future Career Success on January 17 2023.



BCIHMCT, New Delhi Celebrates the 75th Republic Day with Patriotic Speech, Inspiring Speech, Cultural Performances, and Pledge to Mark the Memorable Ceremony



BCIHMCT Triumphs at National Budding Hospitality Competition 2024 from January 23-25 2023



Lemon Tree Hotels conducted a campus placement drive at the BCIHMCT premises on February 02, 2024.



BCIHMCT, organized a Coffee Training Workshop along with “Third Wave Coffee Company” for the students of BCIHMCT from February 1- 2, 2024



BCIHMCT New Delhi organised the visit of second year students (2022-2026) to Beer Café from February 1- 2 2023



The prestigious Accor Group of Hotels conducted the placement drive at BCIHMCT premises on February 05, 2024



BCIHMCT in collaboration with University College Birmingham organized a session on different courses offered by the International University for the final year students of the institute On February 08 2024.



BCIHMCT organized an experiential learning-oriented field trip on February 01- 02, 2024



Club Mahindra recently conducted a placement drive at the premises of BCIHMCT on February 14, 2024



BCIHMCT organized a visit for the Surajkund International Craft Mela on Feb 15, 2024



Agrima Bhatia Shines Bright: BCIBMCT Student Triumphs in Apeejay School of Management's 'Talent Contest on February 17 2023.



We're thrilled to announce that our students have achieved remarkable success in the Haldiram Modern Mithai Competition, securing both First and Second runner up runner-up positions on February 20 2024



BCIHMCT organized Millet Mania workshop on February 17, 2024.



BCIHMCT Achieves Outstanding Success at Atithya 2024: Dominates Match Thy Wits and Excels in Miniature Marvels from February 7 – 9 2024



Lite Bite Foods Elevates Hospitality Careers: BCIHMCT Hosts Successful Placement Drive with Top Executives Unveiling Opportunities on February 23 2024.



World NGO Day Celebration: BCIHMCT Students Lead Noble Initiative on Feb 27, 2024



Campus Ambassadors Advocate Voting Awareness at District Magistrate's Office on February 29 2024.



BCIHMCT's Viksit Bharat Campaign enables Entrepreneurial Potential: 'Journey of Our Young Entrepreneurs' Workshop Inspires and Promotes Student Ventures on February 29 2024



Banarasidas Chandiwala Institute of Hotel Management & Catering Technology

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MARKETING IN HOSPITALITY VOLUME-8