

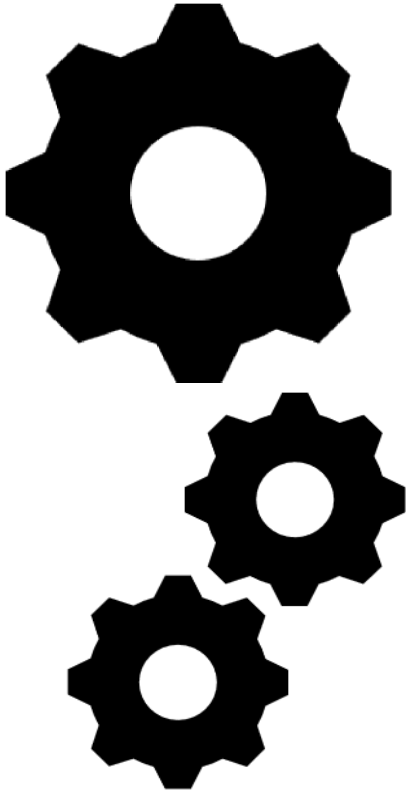
# YUVA

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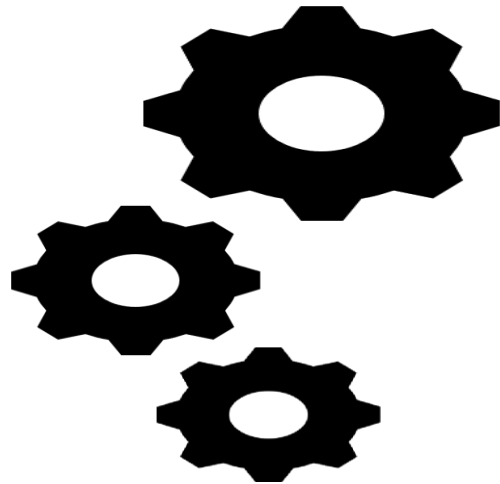
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## **THOUGHT**

*“Mr. Harshit Madan of 2<sup>nd</sup> year painted this cover page to show co-relation of AI and VR in the Hotel Industry. To show how Artificial Intelligence is going along with the essence of hospitality and to represent the growing impact of AI over the manpower in the industry.”*



## **Message from the Editor-in-Chief**



Technology in this global industry has great significance as it has global reach. The use of AI in the study of demand, guest feedback, and service improvement has helped new business horizons, thus increasing competition and opportunities.

The hospitality and travel industry is always at the forefront of adapting technology, impacting the efficiency and productivity of the departments. The industry has moved forward from Customized systems and software to AI. Technology has become the guiding tool for the organization and can help in all aspects of managerial decision-making, planning, evaluation, and controlling with greater effectiveness.

Computational gastronomy, an emerging data science of food and flavors, is impacting food pairing and taste prediction. On the other hand, acceptance of virtual tourism and virtual reality are smart tourism, travel, and hospitality.

Decision making, Human Resources Management, Revenue Management, Cost Controlling, Services Management, and Customer relationship management, increasing use of AI in all areas with market-driven mechanisms and multidimensional approaches is being seen as the assistance in making systems and processes more effective and efficient.

This special issue addresses the task by compiling articles exploring the scope and trends in technology, innovations, and AI applications in the Hotel, Travel, and Tourism industry.

I am sure you will enjoy reading about the future of Hospitality through AI applications.



## 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.*

### Editor-in-Chief

Mr. R. K. Bhandari

### Editor

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Mr. Mohan Jain

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Ms. Pranali Sakhare (2<sup>nd</sup> year)

Mr. Soumay Arora (2<sup>nd</sup> year)

Mr. Naman Gupta (2<sup>nd</sup> year)

# Smart Hotel: The Future of Hospitality

*-Soumay Arora (3<sup>rd</sup> Sem)*

The hospitality industry is constantly evolving; the latest trend is the emergence of smart hotels. A smart hotel is a hotel that uses internet-connected devices capable of communicating or interacting with one another. This technology is sometimes referred to as the Internet of Things (IoT). Smart hotels are designed to provide guests with a seamless and personalized experience while improving operational efficiency for hotel owners.

One of the main benefits of smart hotels is the ability to provide guests with a personalized experience.



Hotels that utilize data analytics can collect valuable information about their guests' behaviours and preferences. Using this information, they can customize the guest experience to suit each individual's needs. For instance, a smart hotel may modify the temperature and lighting in a guest's room based on their preferences.

In addition, smart hotels provide other advantages to their owners. One such advantage is the ability to enhance operational efficiency through the use of technology. This includes employing sensors to monitor energy usage and optimize heating and cooling systems. Smart hotels can also automate procedures such as check-in and check-out, which reduces the need for staff and improves the overall guest experience. Hotels that utilize data analytics can collect valuable information about their guests' behaviors and preferences. Using this information, they can customize the guest experience to suit each individual's needs. For instance, a smart hotel may modify the temperature and lighting in a guest's room based on their preferences.

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Another benefit of smart hotels is the ability to improve safety and security. Smart hotels can use technology such as facial recognition and biometric authentication to ensure that only authorized guests have access to certain areas of the hotel. Smart hotels can also use sensors to monitor for potential safety hazards, such as fire or flooding.

Overall, smart hotels are the future of hospitality. They offer a range of benefits for both guests and hotel owners, including personalized experiences, improved operational efficiency, and enhanced safety and security. As technology continues to evolve, we can expect to see even more innovative solutions in the hospitality industry.

References: -

1. <https://www.cvent.com/en/blog/hospitality/smart-hotels>

# **The Impact and Challenges of Virtual Reality**

## **in Tourism and Hospitality**

*- Naman Gupta (3<sup>rd</sup> Sem)*

Virtual reality is a computer technology, which utilizes images, sounds, and physical sensations to make users feel as though they are physically present in a virtual world. Within the hospitality industry, VR has become particularly important, because of the amount of information the average customer needs.

1. **Enhancing the Travel Experience:** VR allows users to explore and experience a destination before visiting it. With VR headsets, users can embark on virtual tours of popular attractions, stroll through historical sites, and even engage in simulated activities such as scuba diving or skiing. This immersive experience allows potential tourists to make more informed decisions, increasing their confidence and likelihood of booking a trip. However, businesses must accurately represent the real-world experience to avoid disappointment upon arrival.

2. **Revolutionizing Marketing Strategies:** VR provides a unique opportunity to captivate potential customers through immersive marketing campaigns. By showcasing hotel rooms, restaurants, or tourist destinations in VR, businesses can provide a compelling preview of what awaits visitors. Such experiences can evoke emotions, create a sense of urgency, and effectively communicate the unique selling points of a destination or accommodation. However, businesses must balance investment costs and expected returns, particularly for smaller businesses.

3. **Streamlining Operations and Training:** VR has immense potential to enhance operational efficiency in the tourism and hospitality sector. For example, VR can be used for staff training, allowing employees to practice various scenarios in a simulated environment. This reduces the need for physical setups and improves the

effectiveness of training programs. VR can also facilitate remote collaboration, enabling teams in different locations to work together seamlessly. However, the initial investment in VR technology, content creation, and ongoing maintenance can pose financial challenges for organizations.

4. **Overcoming Challenges:** While VR offers promising benefits, challenges persist in its widespread adoption in tourism and hospitality. Accessibility remains a concern, as not all potential visitors or employees have access to VR headsets. Businesses must ensure alternative means of engagement and information dissemination to avoid alienating a significant portion of their target audience. Additionally, the quality of VR experiences needs continuous improvement to deliver true-to-life representations and avoid disappointment. Advancements in hardware, software, and content creation techniques are vital to overcome this challenge.

5. **Considering Stakeholder Impact:** When implementing VR in tourism and hospitality, it is crucial to consider the impact on all stakeholders. VR should not replace the personal touch and human interaction that are valued by many tourists. Similarly, VR adoption should not lead to job displacement but rather focus on empowering employees with new skills and opportunities. Additionally, sustainability and ethical concerns should be addressed to ensure VR does not negatively impact the environment or local communities.

**Conclusion:** Virtual reality holds great promise for transforming the tourism and hospitality industry. By enhancing the travel experience, revolutionizing marketing strategies, and streamlining operations, VR can bring numerous benefits. However, careful consideration of trade-offs, challenges, and stakeholder impact is essential for successful implementation. As technology advances and accessibility improves, virtual reality has the potential to reshape the way we explore and engage with the world while keeping the human element at its core.

Reference-

<https://www.sciencedirect.com/science/article/pii/S0278431923001974#:~:text=Virtual%20reality%20is%20currently%20used,a%20new%20model%20of%20tourism>



# **Enhancing the Indian Hospitality**

## **Experience through Virtual Reality**

*- Naman Gupta (3<sup>rd</sup> Sem)*

The Indian hospitality industry has always been renowned for its warm hospitality, cultural richness, and diverse offerings. In recent years, there has been a significant shift in the way hotels engage with their guests and showcase their amenities. Virtual reality (VR) technology has emerged as a powerful tool that allows hotels to provide immersive experiences and offer potential guests a glimpse into their facilities and services. In this article, we will explore how Indian hotels are leveraging virtual reality to enhance the guest experience and attract a larger customer base.

### **1. Virtual Reality in the Hospitality Industry:**

Virtual reality is a technology that creates a simulated environment that can be experienced through specially designed headsets. It has gained popularity across various industries, including hospitality, due to its ability to transport users to virtual spaces and provide realistic sensory experiences.

### **2. The Role of Virtual Reality in Indian Hotels:**

**Virtual Tours:** Virtual reality allows hotels to provide virtual tours, enabling potential guests to explore hotel rooms, facilities, and amenities from the comfort of their homes. This immersive experience enhances the decision-making process for travelers, as they can assess the suitability of a hotel before making a reservation.

**Event Planning:** Indian hotels often host weddings, conferences, and other events. Virtual reality offers event planners the opportunity to virtually visualize the event setup, décor, and layout in advance. This enables them to make informed decisions and ensure that the venue meets their requirements, leading to better customer satisfaction.

Virtual Concierge: Hotels can utilize virtual reality to create virtual concierge services, enabling guests to access information about the hotel, nearby attractions, and services through interactive interfaces. This enhances the guest experience by providing instant and personalized recommendations and assistance.

### **3. Case Studies:**

- **The Oberoi Hotels & Resorts:** The Oberoi Hotels & Resorts, a leading luxury hotel chain in India, has incorporated virtual reality into its marketing strategy. They provide 360-degree virtual tours of their properties, allowing potential guests to explore their rooms, restaurants, and spas. This immersive experience has proven to be effective in engaging customers and increasing bookings.

### **4. Benefits and Future Potential:**

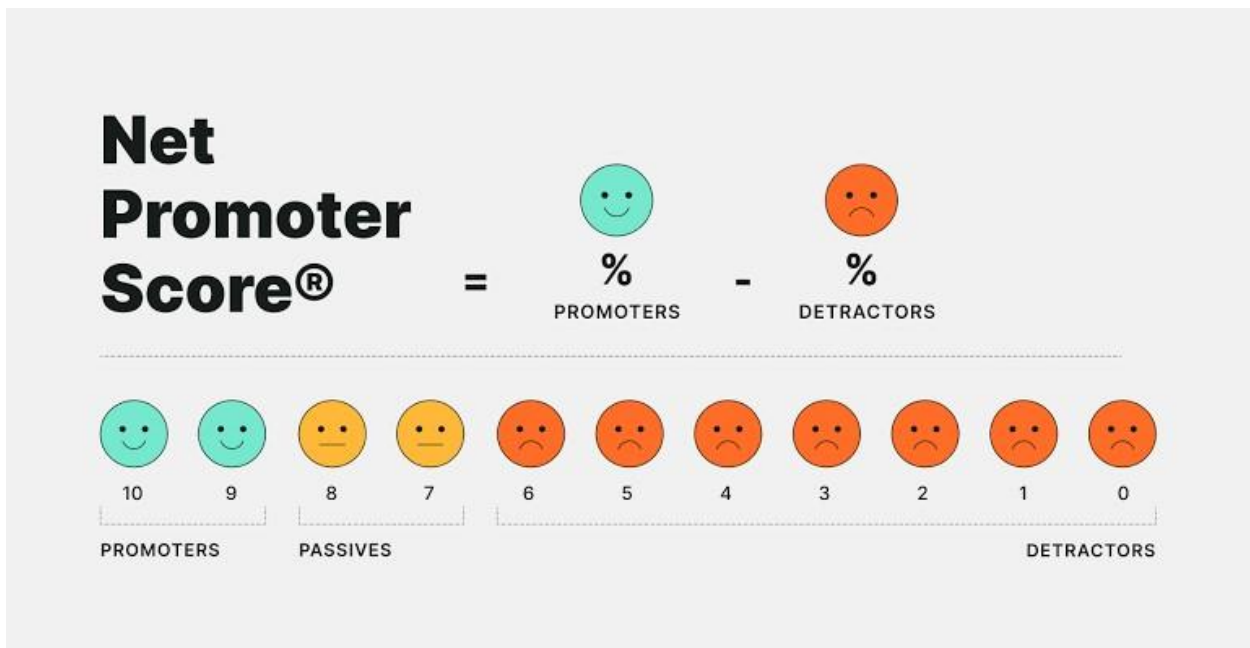
- **Increased Bookings:** By leveraging virtual reality, Indian hotels can offer an enhanced and interactive experience to potential guests. This not only boosts customer engagement but also increases the likelihood of bookings and reservations.
- **Cost Savings:** Virtual reality technology enables hotels to provide virtual tours and experiences without the need for physical showrooms or extensive marketing materials. This can lead to cost savings in terms of property showcasing and marketing efforts.
- **Personalized Marketing:** Virtual reality allows hotels to customize experiences based on individual preferences. By tracking user interactions and preferences within the virtual environment, hotels can gather valuable insights and offer personalized recommendations to guests.

**Reference** <https://www.revfine.com/virtual-reality-hospitality-industry/#:~:text=One%20of%20the%20most%20common,some%20of%20the%20key%20sights>

# Net Promoter Score: Understanding Customer Loyalty and Satisfaction

*-Soumay Arora (3<sup>rd</sup> Sem)*

Net Promoter Score (NPS) is a customer loyalty and satisfaction measurement tool that has gained popularity in recent years. It is a simple and effective way to gauge customer satisfaction and loyalty by asking customers how likely they are to recommend a product or service to others.



## How is NPS calculated?

NPS is calculated by asking customers a single question: "How likely is it that you would recommend our company/product/service to a friend or colleague?" Customers are then asked to rate their likelihood on a scale of 0 to 10, with 0 being "not at all likely" and 10 being "extremely likely."

Based on their responses, customers are classified into three categories:

**Promoters (score 9-10):** These are customers who are highly satisfied with the product or service and are likely to recommend it to others.

**Passives (score 7-8):** These are customers who are satisfied with the product or service but are not likely to recommend it to others.

**Detractors (score 0-6):** These are customers who are unhappy with the product or service and are likely to discourage others from using it.

To calculate the NPS, the percentage of detractors is subtracted from the percentage of promoters. The resulting score can range from -100 to +100.

### **Why is NPS important?**

NPS is important because it provides a simple and effective way to measure customer satisfaction and loyalty. It can help businesses identify areas where they need to improve and make changes to improve customer satisfaction.

NPS can also be used to benchmark against competitors and track changes in customer satisfaction over time.

### **How to use NPS effectively?**

To use NPS effectively, it is important to follow best practices. These include:

- Asking the NPS question at the right time: The NPS question should be asked after the customer has had a chance to experience the product or service.
- Using the NPS score as a starting point: The NPS score should be used as a starting point for further investigation into customer satisfaction and loyalty.
- Taking action based on the NPS score: The NPS score should be used to identify areas where improvements can be made and changes implemented to improve customer satisfaction.

In conclusion, NPS is a simple and effective way to measure customer satisfaction and loyalty. By asking customers a single question, businesses can gain valuable insights into customer satisfaction and identify areas where improvements can be made. When used effectively, NPS can help businesses improve customer satisfaction, increase loyalty, and drive growth.

Reference:-

1. <https://zapier.com/blog/test-update-nps-net-promoter-score/>



**FACTS TO KNOW**  
**ABOUT THE BRAND**

# Pullman Hotels: A Comprehensive Work Experience and Learning Journey

Pullman Hotels & Resorts, a globally recognized upscale hotel brand, not only offers a luxurious stay for its guests but also provides a remarkable work experience for its employees. With its joint hotel structure and strong emphasis on learning and development management, Pullman stands out as a nurturing environment for professionals in the hospitality industry. In this article, we delve into the enriching work experience at Pullman, highlighting its departments, competitive pay scale, empowering culture, and post-COVID challenges.



## Work Experience at Pullman:

Pullman Hotels consists of five key departments, each contributing to the seamless operation and exceptional guest experience:

1. Front Office: The frontline department is responsible for guest check-in, check-out, reservations, and concierge services. The Front Office team ensures smooth communication and acts as the face of the hotel.
2. F&B Service: The Food and Beverage Service department focuses on delivering exceptional dining experiences to guests. From fine dining restaurants to casual bars and lounges, the team provides impeccable service, reflecting Pullman's commitment to culinary excellence.
3. Housekeeping: The Housekeeping department maintains the cleanliness and comfort of guest rooms and public areas. Their meticulous attention to detail guarantees a pleasant and welcoming ambiance for guests.
4. Kitchen: Pullman's Kitchen department consists of skilled chefs and culinary experts who create delightful gastronomic experiences. They work tirelessly to deliver exceptional quality and flavors that reflect the brand's commitment to culinary excellence.

5. Guest Relations: This department ensures personalized guest experiences, handling guest inquiries, requests, and feedback. They play a crucial role in building strong guest relationships and exceeding expectations.

***Competitive Pay Scale and Empowering Culture:***

At Pullman, employees are rewarded with a competitive pay scale, providing financial stability and recognition for their skills and dedication. With a pay scale ranging from Rs. 4000 to 12000, Pullman acknowledges the value and importance of its employees.

One remarkable aspect of working at Pullman is that it never makes its employees feel like mere trainees. The brand provides ample opportunities for growth and development, fostering a culture of continuous learning and improvement. Pullman's learning and development management ensures that employees are equipped to tackle any situation, gaining thorough knowledge of how the hotel functions from the inside out. Moreover, the joint hotel structure exposes employees to various departments, allowing them to observe and learn from different aspects of the hotel's operations.

The company's warm-hearted employees create a supportive and empowering work environment. They respect and value their colleagues, recognizing that their success is interdependent. Pullman believes in the empowerment of its employees, giving them the freedom to contribute ideas, take ownership of their responsibilities, and make a positive impact.



***Friendly Compliance and Post-COVID Challenges:*** Pullman promotes an employee-friendly atmosphere, it is crucial to maintain boundaries and limitations between employees and employers. The company recognizes the double-edged sword of being employee-friendly, striking a balance that ensures a professional and respectful work environment.

Post-COVID, the hospitality industry faced unprecedented challenges, and Pullman was no exception. The aftermath of the pandemic brought chaos and disruption, forcing the hotel to adapt and implement stringent health and safety protocols. Pullman persevered through these challenges, demonstrating resilience and commitment to ensuring the well-being of its guests and employees.

Pullman Hotels takes pride in its dedication to employee well-being and work-life balance. Recognizing that long working hours can impact productivity and employee satisfaction, Pullman strives to ensure a healthy work-life equilibrium. While the hospitality industry often demands flexibility, Pullman seeks to create schedules that consider the well-being of its employees. Post-work activities and initiatives are organised to foster team bonding and create a positive work environment. Pullman understands that a motivated and content workforce contributes to the overall success of the hotel and enhances the guest experience. By prioritising employee welfare, Pullman Hotels cultivates a culture of loyalty and commitment among its team members, making it a sought-after employer in the hospitality industry.

### ***Conclusion:***

Pullman Hotels offers a remarkable work experience with its joint hotel structure, learning and development management, competitive pay scale, and empowering culture. Employees gain exposure to multiple departments, allowing them to acquire comprehensive knowledge and skills within the hospitality industry. With an emphasis on personal growth, empowerment, and respect, Pullman creates an environment that nurtures professionals and celebrates their contributions. Despite the challenges faced in the wake of COVID-19, Pullman Hotels remains dedicated to delivering exceptional service and experiences to guests, cementing its position as a leader in the hospitality sector.

**References-** <https://www.pullmannewdelhi.com/spa-fitness/>





**CO-COLASTIC**  
**ACTIVITIES**



**13 India International Hotel Travel and Tourism Research Conference inaugurated in New Delhi with focus on sustainable and inclusive Growth and Digitalization**



**BCHIMCT Students participate in the ABHYUDAYA 17<sup>TH</sup> National Hospitality Talent hunt 2023 at the Amrapali group of institute**



**Banarasidas Premier League 2.0 an inter – college premier league of cricket organised by BCHIMCT on April 24 -2023**



**To Commemorate Azadi ka Amrit Mahotsav , BCHIMCT held a Rangoli Competition on May 1 2023.**



The Eco Club of BCHIMCT deputed two students from the institute to participate in the Jan Jagrukta Abhiyan on Yamuna Cleaning Event held on 17-05-2023 at Chhat Ghat Yamuna River, ITO



The Eco Club of BCHIMCT organized different activities on the occasion of world Environment Day June -05-2023 The theme of the year is BEAT THE PLASTIC POLLUTION



BCIHMCT Japanese Cuisine Workshop Takes Shushi Preparation to New Delhi Heights Delighting and educating enthusiastic students



BCIHMCT organized an exciting and creative workshop on Towel Organise for all second semester students on June-12-2023



Third Wave coffee session held on June-14-2023 for all second year students to learn more about coffee.



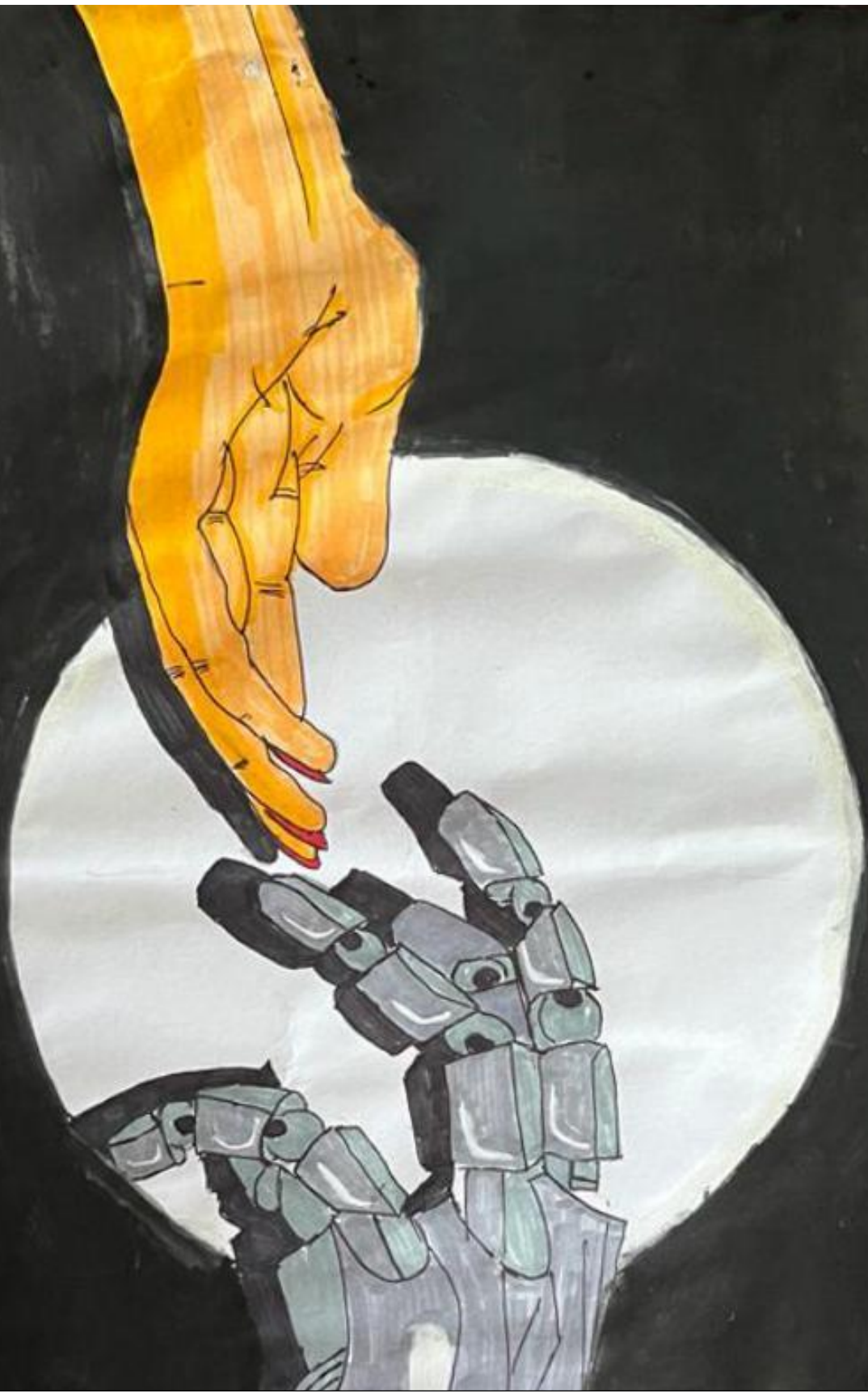
On June-19-2023 A two hour workshop and demonstration on exotic mushrooms held at BCIHMCT in New Delhi



On June-21-2023 BCIHMCT commemorate the 9<sup>th</sup> International Yoga Day 2023 with fervour and passion with students, teacher ,and staff.



The association of hospitality professionals recently organized a thrilling live cooking challenge in the BCIHMCT premises.



BanarasidasChandiwala Institute Of Hotel Management And Catering Technology

( NAAC "A+" accredited to GGSIPU and approved by AICTE Govt. Of India )

Chandiwala Estate, Maa Anandani Marg, Kalkaji, New Delhi – 110019

Phone No. 011-49020300, 49020301

Email : [director@bcihmct.ac.in](mailto:director@bcihmct.ac.in)

website : [www.bcihmct.ac.in](http://www.bcihmct.ac.in)

Pranali Zakhare  
Bansoli