

Report on
13th India International Hotel Travel & Tourism Research
Conference

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 Mkrtychyan, 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.