

Report on
14th India International Hotel Travel & Tourism Research Conference-2024
Tourism & Hospitality: Climate Change, Geo-political Conflicts & Crisis Management
March 6th– 7th, 2024
(Hybrid Mode)

India International Hotel, Travel and Tourism Research Conference series has become the most prominent International Conference in the field of Hotel, Travel and Tourism. Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi has been conducting this conference since 2009 involving the Tourism & Hospitality Industry. The 14th edition of the conference in 2024 was focused on the theme “Tourism & Hospitality: Climate Change, Geo-political Conflicts & Crisis Management”. Climate change is a global issue that has its impact globally on each and every individuals and industries. Along with that the various geo-political conflicts the world is witnessing in recent years has raised the concerned for all of us. Amidst to theme of Tourism & Peace proposed by UNWTO for the year 2024, the conference intended to address, discuss and devise future strategies for Geo-political conflicts and crisis management along with addressing the issues of Climate Change and its impact in Hospitality & Tourism Sector. The conference acted as a catalyst in bringing together a unique and international mix of experts, researchers and decision makers both from academia and industry across the globe to exchange their knowledge, experience and research innovations to highlight and deliver best possible outcome to discourse the chosen components of the theme i.e. “Climate change, Geo-political Conflicts and Crisis Management”. The institute’s IQAC and research center Institute took the opportunity present this conference during 6th-7th March, 2024. The Conference is chaired by Prof. R.K. Bhandari and convened by Dr Arvind Kumar Saraswati. The Conference is organized in collaboration with Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom and Euro Asia Tourism Studies Association.

6th March, 2024 - Day 1

Inaugural Ceremony

Day One commenced with the inaugural ceremony of the the conference. Professor R. K. Bhandari, President (IIHTTRC) declared the conference opened. He along with Dr Arvind Kumar Saraswati welcomed honorable Chief Guest Shri Rajan Bahadur, CEO-Tourism and Hospitality Skill Council of India. He also welcomed Guest of Honour, Mr. Niranjana Khatri, Founder at iSambhav, and Former General Manager- Environment Initiatives of ITC hotels and Shri Gour Kanjilal Ji, Former Deputy Director General, Ministry of Tourism, Government of India.

Professor Bhandari in his welcome address emphasized that the study of climate change and conservation of environment is imperative. Ecological aspects play a key role in meeting the guest requirements making the Environment conservation traditions and approach of inclusive growth needs imperative for the hospitality sector. Leisure and greening must go together. Identifying and implementing the required action plan will help address the challenges faced by the hospitality industry. Geo political conflicts and crisis have made innovation an important aspect of the business plan and strategies. The sustainability of tourism and hospitality relies on mitigating the impact of impending conflict and crisis of varied nature whilst assessing and gauging the proactive strategies that need be implemented. Prof. Bhandari highlighted that

sustainable tourism is positioned in the 2030 agenda of United Nations and the role played by the UNWTO for the conservation of bio-diversity, social welfare and economic security of the host countries and communities.

The institute annual publication the Indian Journal of Applied Hospitality & Tourism Research”, Vol. 16, (ISSN 0975- 4954) was released during the inauguration ceremony. Prof. Bhandari stated that this occasion in the journey of our institute is momentous and marks a remarkable academic achievement as the annual Hospitality & Tourism Research Journal – “Indian Journal of Applied Hospitality & Tourism Research”, Vol. 16, (ISSN 0975- 4954), is endorsed by the University Grants Commission of India and is Indexed in the UGC Care List (Group-I).

Following to the welcome address of Prof Bhandari, Dr. Kevser Cinar, President (EATSA- Euro Asia Tourism Studies Association), and Associate Professor- Necmettin Erbakan Universitesi, Turkiye extended her sincere appreciation for the outstanding collaboration that has developed between the EATSA & the Institute for the conference. She mentioned that the partnership established has been instrumental in promoting tourism in research and expressed the importance of coming together for conferring the pressing issues of climate change and geopolitical conflicts faced by our industry. Dr. Kevser stated that these discussions will lead to actionable outcomes for the tourism and hospitality sector.

Mr. Niranjana Khatri, Founder at iSambhav, and Former General Manager- Environment Initiatives of ITC hotels commenced his speech as guest of honor by stating that the hospitality industry needs to come out with a lot of good solutions to fight climate change. He spoke about the usage of solar energy, green hydrogen and increasing the green cover for reducing the greenhouse emissions. He also highlighted the health benefits of millets and that its cultivation required less water consumption thereby promoting sustainable agriculture and reducing the carbon footprint. He stated that the ITC Green Center, also addressed as the “Monument of Tomorrow” is the world’s highest rated Green Building that reduces the emissions by its design intent. He concluded by mentioning that attitude change and empathic service design can make us a water positive country.

Shri Gour Kanjilal Ji, Former Deputy Director General, Ministry of Tourism, Government of India, another guest of honor commenced his speech by mentioning that personalization needs to be prioritized in the hotel industry. Through the use of technology guest preferences and details about social occasions must be taken down and moments of delight should be created for the guest by surprising them. Partnering with local service providers for promoting local culture and offering unique experiences must be emphasized by the hospitality industry. Nurturing relationships with the guest post-stay by communicating and taking loyalty initiatives are a must. Empowering the manpower through training programs and incorporating their inputs in conjunction with implementing SOPs are important for a successful hospitality business. He concluded by stating that the Tourist is a nomad who takes his office and holiday together, thereby businesses need to be flexible in their offerings and he suggested that the use of technology can help to achieve more with less.

In his special address the Chief Guest of the conference, Mr. Rajan Bahadur, CEO-Tourism & Hospitality Skill Council India, highlighted that adaptability as a key determinant of success and

career growth in today's fast-paced and ever-changing work environment. Embracing adaptability enables individuals to thrive in their careers, seize opportunities for advancement, and navigate challenges with resilience and agility. He emphasizes the importance of being innovative and aware of new changes, and being adaptable to constant change, and reacting as per the situation. He suggests all the students 'never lose an opportunity' as time will never be just right and striving for a sustainable approach will enhance their overall evolution.

Dr. Arvind Kumar Saraswati, the Conference Convener expressed gratitude towards all the delegates, eminent speakers, industry experts, resource persons, and media partners for participating in this mega international event. Dr. Saraswati also acknowledged the dedication and hard work of the organizing committee, faculty, staff members, and the students of BCIHMCT for their endless support that smooths out the execution of this conference.

In his keynote speech Prof. Maharaj V. Reddy, Associate Dean (Research & Knowledge Exchange), Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom, presented his research on the topic 'Building Resilience in Tourism & Hospitality: A Critical Review of Disaster and Crisis Management and Research'. In his keynote address, he initiated by highlighting the importance of building resilience in the tourism and hospitality industry. At present tourism and hospitality industry is facing challenges such as natural disasters, economic downturns, global health crises, and changing consumer preferences. During his presentation Mr. Reddy gave examples of his research project on the Andaman & Nicobar biosphere; the Fukushima disaster and the impact of the Tsunami in Japan and explained the resilient market as one of the major resources for handling the changing scenario of the industry. He also highlights the need for risk management strategies, adapting sustainable practices, and inculcating investment in technology will help in adapting resilience and future growth of the industry.

Dr. Vernika Agarwal, Associate Professor and Dr. Pooja Chaturvedi Sharma, Assistant Professor, Apeejay School of Management, New Delhi, jointly conducted a research workshop for the conference delegates and participants on 'Writing a Research Paper/Project for Young Researchers and Students'. The final year students of the Institute along with conference delegates and participants actively participated in the workshop. The workshop was aimed at enabling young researchers and students to confidently arrive at a well-rounded and meaningful research topic. Dr. Vernika Agarwal detailed the importance of choosing a specific and focused topic by keeping in mind the clarity and direction, relevance and impact, depth of analysis, and finally the engagement and interest. She emphasized on the importance of Brainstorming Techniques for Generating Topic Ideas through mind mapping, free writing and SWOT analysis. She introduced the students to Google Scholar and how to access and navigate through SCOPUS. She concluded by stating that choosing a research topic is a crucial step in academic growth, requiring thorough evaluation and consideration. Continuing the research workshop, Dr. Pooja Chaturvedi Sharma, elaborated on the questionnaire design and data collection tools. She emphasized specifically on the importance of Questionnaire framing activity, Measurement Scales, Identification and Comparison of different scales, Validity of the scale, Sampling design, concept and types and methods of data collection. Further, she elaborated on enhancing the response rate for the questionnaires and designing it from the research hypotheses.

7th March, 2024- Day 2

Second day of the conference commenced with the keynote speech of Prof. Madhuri Sawant Director, Department of Tourism Administration Dr. Babasaheb Ambedkar Marathwada University and Vice-President –Euro Asia Tourism Studies Association. In her keynote speech, she stated the attributes of geo-political risks and tourism management by discussing a case study on Yemen tourism- Socotra Island. She mentioned that geo-political conflicts have an effect on the demand forecasting, the supply side, shatters the economy and affects the normal and peaceful course of international relations. She also discussed that the destination's reputation needs to be altered to capitalize on its positive and distinctive attributes of tourism and the perception & challenges of Rebranding Yemen Tourism. She highlighted the importance of tourism education and training, community participation and crisis management in rebuilding the destination's image through government participation and involvement. Technical sessions were followed after the keynote speech of Prof Madhuri Sawant.

Technical Session I: Community Participation & Inclusive Growth

Session Chair: Dr. Sarah Hussain, Professor, Department of Tourism & Hospitality Management, Jamia Millia Islamia University, New Delhi

The theme of the technical session focuses on the importance of making tourism businesses more sustainable through community participation. The element of Inclusive growth in tourism can help by contributing towards the economic development of the country and promoting social integration. Community inclusion and inclusive growth are the measures to promote sustainable tourism.

Rural Tourism, Host Participation and Inclusive Growth
Gulati, A. & Agarwal, S.

The research provides an insight on rural tourism that has emerged as a significant sector within the tourism industry, characterized by its emphasis on the natural, cultural, and social features of rural settings. Tourist experience can be enriched as rural tourism provides an opportunity to visitors for engaging in nature-based activities, participating in agricultural practices and connecting them with the local traditions and culture. Rural tourism has a positive impact on the economy and cultural preservation and requires more community involvement in decision making and capacity building through skills training.

Analyzing the Economic Benefits of Homestay Operations on Local Community: A Case Study of Lepchajagat- Darjeeling, India
Lama, D. & Singh, A. K.

The study explores and assesses the economic impacts of homestay operations on local community of Lepchajagat. The authors stated that this industry has been developing immensely and Lepchajagat situated in Darjeeling district of West Bengal is a hub for homestay tourism. Trekking/ Hiking/ Rock climbing activities, Bird watching/ Sunrise/ Sunset points, Scenic beauty, Unique flora and fauna, Parking Facilities in the study area, Local food and culinary items, Easy mode of Transportation, all round connectivity, Promotion and Advertisement

through social media and Restaurants and Eateries nearby were the significant elements affecting growth and development of homestays of Lepchajagat. Homestays added to the supplementary income and contributed to the economic development.

Tourism, A Tool for Empowering Women: Case Study of Home stays in Solan Dist., HP
Shivani & Suklabaidya, P.

The authors stated that homestays offer a unique opportunity to empower women and revitalize tourism as women can manage both domestic responsibilities and at the same time participate in income-generation activities without having to leave home premises. Empowering women with financial literacy and business management skills can enhance their resilience and sustainability in the hospitality industry.

Evaluation of entrepreneurial aspirations of women in Tamil Quartier of Pondicherry towards culinary tourism" – A Descriptive Study
Velvizhi, R., & Kamaly, P.

Promotion of Pondicherry cuisine will create new business opportunities for the women by generating more employment, increased emotional attachment towards the cuisine whilst also boosting the pride of the practicing community and encouraging the young generation of Tamil-French community.

Homestay Tourism in Jammu and Kashmir
Dar, A. A. & Ahmad, S.

This research study focuses on homestay tourism in Jammu and Kashmir while exploring its influence on culture, economy, and environment. Diverse motivations for choosing homestays, including cultural immersion, looking for authentic experiences, and connecting with local communities. The economic impact of homestay tourism in Jammu and Kashmir is positive, contributing to host income, job creation, and rural progress. Challenges like insufficient sanitation facilities, infrastructural limitations, and concerns about cultural commodification pose threats to sustainability.

Technical Session-II: Green Practices & Sustainability

Session Chair: Dr Amit Kumar, Associate Professor, HOD-Department of Tourism, Central University of Sikkim, Sikkim.

The theme of Technical Session II focuses on attaining green and sustainable practices in the industry. This session highlights corporate social responsibilities in managing climate change and green performance appraisal which will help the industry to reduce its environmental footprint, enhance operational efficiency, improve brand reputation, and contribute to a sustainable future. It also highlights the conserving factors of the avian biodiversity as well as managing different tourist destinations.

Sustainability Efforts in the Indian Hotel Industry: A Systematic Literature Review
Thakur, T., & Sharma, A.

Sustainability has appeared as a key concern for the hotel industry, determined by its extensive environmental footprint and resource consumption. This literature review research paper, highlighted the hotel industry in India, as one of the industries creating a significant pace in promoting sustainability efforts like energy conservation, water management, waste reduction, green building design, employee training, and guest education initiatives.

Corporate Social Responsibility in Indian Hotels: Managing Crisis and Addressing Climate Change by Five Star Chain Hotels of Delhi NCR
Dubey, K. & Sharma, S.

Five-star chain hotels in Delhi, NCR demonstrate their commitment to CSR by managing crises effectually, addressing climate change through sustainable practices, engaging with local communities, and fostering partnerships to create positive social and environmental impact. Through these efforts, hotels contribute to the well-being of society while also enhancing their reputation and sustainability performance. This study also evaluates the effect of regulatory frameworks and market dynamics on devising CSR strategies.

Impact of Tourism on Environment in India
Khan, S., Rajput, G., & Shah, M. S.

Tourism can bring significant economic benefits to India, and with the help of this research paper, presenters explore various positive and negative impacts of tourism on the environment. Further, this study highlights sustainable and responsible tourism practices, environmental regulations, community engagement, and public awareness as the most effective ways to ensure the long-term sustainability of India's natural and cultural heritage.

Tourism Development, Sustainability at Bhigwan Bird of Sanctuary
Pawar, S. P. & Jadhav, S. S.

Tourism development in bird sanctuaries presents a unique opportunity to promote sustainability while conserving the avian biodiversity of Bhigwan, supporting local communities, and fostering environmental stewardship for future generations. This paper focuses on understanding the ecological, economic, and socio-cultural aspects associated with tourism in the area.

An Empirical Investigation of Green Performance Appraisal and Reward Policy on Employees Work life and Personal Life A Case of Star Category Hotels of Kolkata
Saha, S. & Roy, R.

Green performance appraisal presents a crucial role in endorsing environmental sustainability within organizations. It also helps in recognizing the actively contributed employees performing towards the environmental conservation and sustainable practices in their work. This study signifies green performance as a catalyst for performance evaluation, employee motivation, and environmental responsibilities.

Green Investments as a Mechanism to Maintain the Sustainability of Tourist Destinations: A Case Study of Gangtok, Sikkim
Roy, B. & Upadhyay, K. S.

This study explores the significance of green investments highlighting the case study from Gangtok, Sikkim. This study signifies green investment as a critical mechanism for maintaining the sustainability of tourist destinations. It promotes environmental conservation, supporting local communities, enhancing the visitor experience, and fostering partnerships and collaboration among stakeholders. By prioritizing green investments, destination investors, and stakeholders can certify the social, economic, and environmental development in the long term.

Technical Session III: Human Resource and Hospitality Education

Session Chair: Dr Ajeet Kumar Singh, Director, School of Hotel Management, Jaipur National University, Jaipur

The theme of the technical session elaborates varied research on issues related to and having an impact on human resources in the hospitality sector. The session also elaborates latest trends and matters pertaining to hospitality education as it are associated with theory and practice related to human resource.

Challenges For Housekeeping Staff in Post-Covid Era: Job Stress Vs. Job Satisfaction
Jain G.; Srivastava, D. K. & Singh, S. K.

The researchers examine the effect of job stress on the job satisfaction level of housekeeping staff to identify if stress negatively impacts their job satisfaction levels. Housekeeping employees observe job stress when they have performance pressure, usually when it is too high or low, followed by role ambiguity that arises due to a lack of knowledge about the job assigned and finally due to work overload, which develops when the employee feels overburdened with too many tasks and look up to their senior for some additional support.

Employee's perception mapping and analysis of work-life balance dimensions of employees working in hotels of Indore, Madhya Pradesh
Hammad, H. & Bansal, A.

The authors concluded that the employees in the five-star hotel of Indore, Madhya Pradesh were not happy with the work environment and faced a lot of challenges like lack of time-management, improper medical facilities, multiple role pressure and constant change in work schedule. The implementation of flexible work policies into the overall strategic plan of the organisation is a must and consideration must be given to the development of guidelines in order to ensure that working hours do not affect the Work life balance of employees.

Menstrual Leave Policy in Hotels: Potential Impact on Hotel operations and Employees
Tyagi, H. & Dherange, H.

There is a need for menstrual leave policies in hotels, and the implementation of such policies can have a positive impact on employee well-being and productivity. Challenges such as staff shortages, workflow disruptions, increased workload, and potential workplace inequality would emerge if the policy is implemented. Awareness programs for male and female employees need to be organized so that gender gap can be eliminated and men understand the sensitivity of menstruation and how it affects the female's health in a better manner.

Navigating the Digital Transformation: E HRM in the Hospitality Sector – A Literature Synthesis and Roadmap

Kamboj, R. & Sharma, R.

The review of literature conducted by the authors referred to the different dimensions of E-HRM. It also focused on its role in improving the organizational performance. The authors posited that high performance HRM practices especially consists of four specific practices (selective hiring, communication, appraisal, and rewards) have a tendency to play a vital role in creation of an environment which may add to employees' identification with values and goals of the organization.

A Review on Feasibility of Blended Learning in Hospitality Education & Training

Pandey, M.; Sonker, J. & Misra, S.

The pandemic of covid-19 has played a significant role in popularizing blended learning in all fields of education. Hospitality industry requires trained manpower with the necessary knowledge and skills. The combination of online and offline learning model is being used in the hospitality education and training to keep up with the current competitive requirements of the industry.

Post-Covid Scenario of the Campus Placement drive in hospitality Institutions across Madhya Pradesh

Shukla, S. & Juneja, M.

The study discusses the impact of Covid-19 on the placement drives across hospitality institutions in Madhya Pradesh. Placement related lectures, seminars and workshops, collaborating and organizing career job fairs along with mentors from the industry were a few suggestions that could lead to improvement of campus placement drives. The academic curriculum must incorporate soft skills training for the hospitality students.

A Study on Hospitality Graduates' Attitude towards Entrepreneurship: An application of the Theory of Planned Behavior

Mishra, A.; Duggal, S. & Kumar, A.

The researchers stated about how startups will promote student employability whilst making them more aware about the importance of Hospitality entrepreneurship education in various sectors across hospitality. The study adopted the theory of planned behaviour to understand the effects of entrepreneurship among hospitality students. Hospitality students will have a better clarity regarding their entrepreneurial behaviour for better career outcomes.

Technical Session IV: Destination Management-Technologies & Trends

Session Chair: Dr Sonia Sharma, Associate Professor, School of Tourism & Hospitality Services Management, IGNOU, New Delhi

Technologies and trends play a significant role in shaping destination management practices and strategies. Exploring the same, the theme of Technical Session IV focuses on destination management involving the technologies, and latest trends promoting the tourist destinations to ensure their sustainable growth and competitiveness in the tourism market.

Estimating Recreational Value of Bakkhali in West Bengal: An Application of Zonal Travel Cost Method

Chatterjee, N. & Koley, B.

Estimating the recreational value involves assessing the economic contribution of recreational activities and experiences to the local community. This study reveals that several socio-economic factors play an important part in deciding the visitation to this place apart from the distance, which can further be estimated as per the expenditures on related goods and services, and the value of recreational amenities and natural resources.

Mapping Research on Tourists' Negative Emotions: A Bibliometric Analysis

Bhatia, A., Kumar, U., Sharma, D., & Kumar, S.

Mapping research on tourists' negative emotions involves synthesizing existing studies that explore the various negative emotions experienced by tourists during their travel experiences. Negative emotions can arise from various aspects of the travel experience, including transportation, accommodation, dining, leisure activities, and cultural interactions, which can further be influenced by the personality traits of the tourist.

Environmental Factors that Influence Tourists Decisions after visiting Mahabaleshwar

Sodhi, K. S. & Jadhav, S. S.

Environmental factors play a significant role in influencing tourists' decisions regarding their choice of destination, and overall travel experiences. This study investigates and highlights weather and eco-friendly initiatives as the impacting factors for tourist perception and behavior. This study provides insights for destination managers to enhance Mahabaleshwar's sustainable development and attractiveness to tourists.

Assessing the Impact of Environmental Pollution on Historical Monuments in Gwalior and Adjacent Regions: Conservation and Mitigation Strategies

Rajput, G. & Sharma, S.

Heritage tourism plays an important role in boosting economic growth by attracting both domestic and foreign tourists. It is essential to understand the extent of damage caused by

pollutants and develop strategies for the preservation and conservation of historical monuments. This study focuses on the effects of pollution on monuments, followed by recommendations on different conservation strategies, which help to alleviate the historical sites in Gwalior and adjacent regions.

Risk Perception among the Paragliding Pilots: A Descriptive Analysis
Kumar, A. & Sahoo, D.

Paragliding is considered as a niche adventure sport and paragliding pilots always enjoy their experience, either in favorable climates or adverse. This paper elaborates on the perception of risk management among paragliding pilots and presents overall experience, environmental conditions, paragliding gear, personal traits, training, group dynamics, and regulatory compliance, as some of the major factors for risk management. By understanding these factors, paragliding pilots can work together to promote a safe culture and risk awareness within the paragliding community.

Post Lunch session of the day two was commenced with the keynote speech of S. Mostafa Rasoolimanesh. Professor of Sustainable Tourism, School of Business and Law, Edith Cowan University, Australia, on “Sustainable Tourism Indicators for Destinations”. In his keynote speech, Prof. Mostafa explained sustainable tourism indicators as the tools used to measure and monitor the environmental, and socio-economic impacts of tourism activities on destinations. These indicators also help to measure the progress of destinations towards sustainable development. In his keynote, he also explained tourism indicators as the coordinating factors with economic dimensions, socio-cultural dimensions, political dimensions, and technological dimensions of tourism destinations. Also to meet the susceptibility of the identified indicators he discussed the objective of his research with the perceptions of businesses, government, tourists, and residents of the destinations.

Technical Session V: Consumer Behavior, Digital Marketing & Innovation
Session Chair: Dr Asif Ali Syed, Associate Professor, Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh.

The session elaborated the role of digital marketing and innovation on consumer behaviour and loyalty. Due to intense competition and rapid innovation, digital marketing has captured the market and is having a remarkable impact on consumer purchase intentions.

Effectiveness of Promotional Packages in Enhancing Customer Acquisition in Budget Hotels in India
Sharma, A.; Srivastava, A. & Gupta, A.

The study highlights the effectiveness of Promotional packages as one of the tools in customer acquisition with a constant innovative approach. These packages should be strictly customer oriented to attain maximum efficiency from the customer point of view especially in the budget hotels across India.

A Study on Impact of Social Media Marketing on Medical Tourists' Attitude and Behavioral Intention: A case from India

Prasad, C. J. & Priyadarsisni, K. J.

The authors elaborate that social media marketing has a significant influence on international medical tourists' perception and attitudes towards Indian medical tourist destination choice and intention to visit. The advent and progression of social media over the past decade have brought about a substantial transformation in the realm of worldwide medical tourism, particularly within the domain of Indian medical tourism. A meticulously designed social media marketing communication platform is necessary in order to achieve successful promotion that can be conveniently accessed and measured.

Technical Session VI: Trends in Food & Beverage Industry

Session Chair: Dr Deepak Kumar Tilgoria, Dean, School of Hospitality, GNA University, Punjab

The food and beverage industry is constantly evolving to meet changing consumer preferences, technological advancements, and emerging market trends. Exploring the same, the theme of Technical Session VI focuses on the trends in the Food & Beverage Industry. Changes in consumer perception and behavior, and consumption of millet or lab-grown meat are the session's highlights.

Mixed Research on Organized Food Safety Training Program for Food Handlers: A Case Study of FoSTaC Training Program in Catering Sector

Basson, P. & Venkatraman, P. D.

This paper explores the impact of Food Safety Training and Certification (FoSTaC) training on foodhandlers working in the catering sector of India. This study also identified the impact of Food safety training on food handlers' knowledge, attitudes, behaviors, and practices, and also suggests the need for the participation of all stakeholders to achieve the objectives of organized training under the food safety training program.

Factors Affecting Indian Consumers Purchase Intention towards Wines: A Gender and Consumer type Analysis

Malik, M., Bhatnagar, A., Kumar, P., Kumar, D., & Mishra, P.

Several factors influence Indian consumers' purchase intentions across various product categories. This study focused on evaluating gender & type of consumer-wise impact on purchase intentions towards wine. It further explores other factors like attitude and awareness about the product, which can impact the purchase intentions of the consumers.

Research Study on Current Scenario & Future Trends in Food & Beverage Service

Bansal A. & Hammad H.

In the hospitality industry, Food and beverage service is considered one of the most productive, profitable emerging sectors. This study focuses on the modern technologies instigating and impacting food and beverage service. It also helps to determine the engagement of modern

technologies concerning the current scenarios in the Food and beverage sector. It also provides an understanding of customer perceptions and expectations impacting the success rate of the food and beverage outlets.

Evaluating the Therapeutic Efficacy of Avena Sativa (Oats) in Alleviating Lifestyle Associated Disorders

Vohra, A. & Kaur, J. T.

The therapeutic efficacy of Avena sativa (oats) in alleviating lifestyle-associated disorders has been a topic of interest in scientific research due to the potential health benefits associated with oat consumption. Several studies have investigated the effects of oats on various lifestyle-associated disorders, including obesity, type 2 diabetes, cardiovascular disease, and metabolic syndrome. Incorporating Avena sativa into the food menu of hotels is important for providing guests with nutritious, diverse, and satisfying dining options while supporting health, sustainability, and culinary innovation in the hospitality industry.

A Study on Awareness & Consumption Patterns of Millets in Diet of People of Maharashtra
Peshave, J. & Jadhav, M

India is one of the leading producers of different types of millet. This paper is focused on the awareness and consumption patterns of millets. Perseverance towards its nutritional value and availability of the cereal is being considered as the major reason for its consumption. Government agencies and non-government organizations can help to raise awareness about its nutritional benefits

Valedictory Ceremony

Dr. Gagandeep Soni, IQAC Coordinator presented the closure report to the audience. In her closure report, she highlighted that the conference has enlightened the researchers and stakeholders to get an awareness regarding the opportunities that are presented through sustainability. Community participation and impact of climate change were other key areas that were emphasized in the closure report.

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. Climate Change, Geo-political Conflicts & Crisis Management in Hotel, Travel & Tourism Sector.