

## Conference Report

### **The 5<sup>th</sup> INDIA INTERNATIONAL HOTEL, TRAVEL & TOURISM RESEARCH CONFERENCE 11<sup>th</sup> TO 13<sup>th</sup> FEBRUARY, 2015**

**Jointly presented by**

**Banarsidas Chandiwalla Institute of Hotel Management & Catering Technology (BCIHMCT),  
Guru Govind Singh Indraprastha University (GGSIPU), New Delhi, India and New Zealand  
India Research Institute (NZIRI), Victoria University, Wellington, New Zealand**

The 5<sup>th</sup> India International Hotel, Travel & Tourism Research Conference was held at Banarsidas Chandiwalla Institute of Hotel Management and Catering Technology, Guru Govind Singh Indraprastha University, New Delhi, India, from February 11 to 13, 2015 in association with New Zealand India Research Institute, Victoria University of Wellington, New Zealand. The sixth sequel to these conferences initiated in the year 2010, was attended by around 200 delegates. This conference brought industry managers, tourism and hospitality researchers along with representatives from media, together to deliberate on the issues related to the travel and hospitality business, ensuring that the Industry adapts the innovations discussed at this forum.

#### **INAUGURAL SESSION**

Mr. Rajindera Kumar, Director, Vivanta by Taj Ambassador, New Delhi & Former President, FHRAI & HRANI, Professor Fevzi Okumus, Editor-in-Chief of the International Journal of



Contemporary Hospitality Management & Professor of Leadership and Strategic Management in Hospitality, Rosen College of Hospitality Management, University of Central Florida, USA, Dr. Asad Mohsin, Associate Professor, Department of Tourism and Hospitality Management, Waikato Management School, University of Waikato and Associate Director, New Zealand India Research Institute (Victoria University of Wellington) and other

dignitaries marked the conference open by lighting the lamp and released the “Indian Journal of Applied Hospitality and Tourism Research” Vol.6, (ISSN 0975-4954) along with a refereed book “Niche Tourism and Innovations in Hotel and Tourism Research” (ISBN: 978-81-920850-4-3).

Mr. R. K. Bhandari, President IIHTTRC and Principal BCIHMCT, welcomed the luminaries and thanked all the participants for attending the conference. He mentioned that, “India is poised for

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growth and new avenues will give a boost to tourism. Therefore, there is a need to address “Challenges and Issues in Tourism and Hospitality”. Mr. Bhandari further informed the gathering that BCIHMCT, under affiliation with GGSIPU is contributing to the pool of knowledge through the Research Conference.



Dr. Asad Mohsin advised that the New Zealand India Research Institute was established by the Council of Victoria University of Wellington in October 2012 as a consortium of scholars actively engaged in research on India in five New Zealand universities, to promote and facilitate research activities focusing on thematic areas namely: Society and culture; Migration and diaspora; Economics and business; Environment and sustainability and Politics and security.

Mr. Rajindera Kumar advised the students to follow the mantra of humility, accessibility and availability to be successful in life. He brought to notice that the fast pace of growth in industry requires manpower to be multi-skilled and the students must also explore the stand-alone properties for rapid personal growth.



Professor Fevzi Okumus, PhD and CHE, Editor-in-Chief of the International Journal of Contemporary Hospitality Management and Professor of Leadership and Strategic Management in Hospitality, Rosen College of Hospitality Management, University of Central Florida gave a Keynote Speech on “Publishing in Top-Tier Hospitality and Tourism Journals” and encouraged the audience to become a part of the long journey called research, being in line with

ethics of writing and publishing.

At the end a vote of thanks was given by Mr. Bhupesh Kumar, Convener IIHTTRC 2015.

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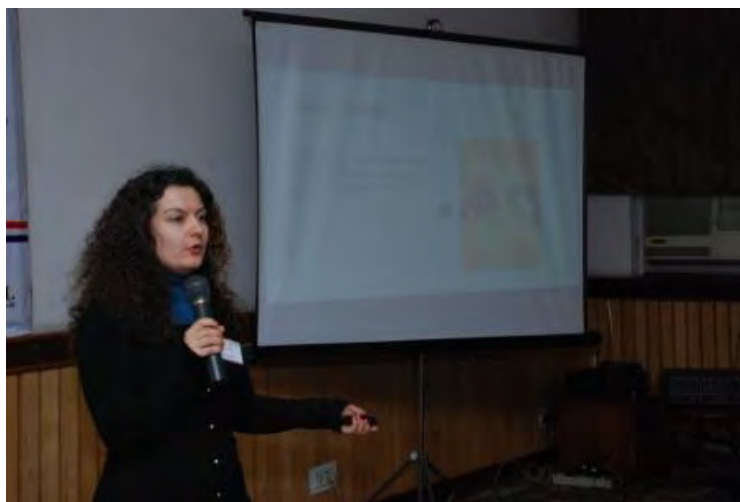


## TECHNICAL SESSIONS

### Paper Presentation Track 1:

#### Emerging Trends in Tourism, Travel and Hospitality (Day 1)

Chairperson: Prof. Parikshat Singh Manhas, Director, SHTM and Professor, The Business School, University of Jammu, India



Guliz Coskun's paper titled **"Investigating the Impacts of Hedonic and Utilitarian Values on Satisfaction in Food Festival: A Cross Cultural Study"** discussed influence of hedonic and utilitarian values on satisfaction and intention to return of international and American visitors to participate in Clemson University International food festival.

Dr. Brijesh Kumar's Paper titled **"An Empirical Study on the Emerging**

**Trends in Hospitality & Tourism: A case of Delhi-National Capital Region"** described current and future trends effecting the Tourism and Hospitality industry which includes globalization, hygiene and cleanliness, guest safety and security, excellent services, the new technologies that enhance competitiveness, cost of rooms that impacts directly on tourist demand, trends in the development of tourist lodgings etc.

Dr. Akhilesh Singh's paper titled **"Wine Industry: An opportunity for the Development of Tourism Industry"** informed that the Wine tourism has been identified as a niche sector that could be a driver for increased tourism in the wine growing regions, both by attracting more visitors and extending the length of stay and spending of current visitors

Asma Bashir and Dr. Bharti Gupta's paper titled **"Gastronomy: A Resource for Creative Tourism"** emphasised an in-depth relationship between the field of gastronomy and creative tourism.

Vanita Patil's paper titled **Event tourism in Goa – "A case study of Tripurarypurnima Sankhalim"** examined various types of events and their contribution to improve their image, stimulate urban development and attract visitors and investment.

### Paper Presentation Track 2:

#### Green Practices & Sustaining Environment in Hospitality & Tourism (Day 1)

Chairperson: Dr. Asif Ali Syed, Assistant Professor, Department of Business Administration, FMSR, Aligarh Muslim University

Rajshree Bhargava's paper titled **"Eco-Tourism, Green Practices & Sustaining Environment in Hospitality & Tourism"** stated that "Waste and pollutants" are by-products of growth. environmental decay has been caused by rapid and myopic industrialization.

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Bhavya Khamesra & Dr. Parul Mathur's paper titled "**Environmental Certification for Hotels, Tourism Businesses and their Supply Chain Partners**" Identified the various environment certifications available for hotels and tourism businesses in India, Europe and USA.

Cecília Isabel Guambe's paper titled "**The Eco-tourism: New Strategies to Sustain Green Spaces in Maputo. The Case of Inhaca Island**" measured the new strategies to clarify that how the ecotourism development can contribute to minimize the socio-economic and environmental impacts.



Dr. Parikshat Singh Manhas & Inder Puneet Singh Johar's paper titled **Repositioning Jammu and Kashmir as a Tourist Destination: A Case of Post Disaster Impact on Tourism** revealed emergence of unavoidable or uncontrollable situations at the destinations has become a cause for the distraction of the tourists towards other destinations.

The Conference Dinner for The **5th India International Hotel, Travel & Tourism Research Conference** was

held on Wednesday, February 11, 2015 at The Impressions Restaurant, BCIMCT, New Delhi at 7 pm.

## DAY 2 - THURSDAY 12<sup>TH</sup> FEBRUARY 2015



Keynote by Dr. Manohar Sajani, Dean, Faculty of Hospitality & Tourism & Director, Amity Institute of Travel & Tourism, Amity University on "Emerging Global Trends, Opportunities and Challenges in Travel and Tourism Sector" emphasized the increasing the market share of travel, tourism and hospitality as compared to global tourism figures. Dr. Sajani asserted that policies are there, but interpretation of trends to strategize the planning is needed.

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### **Paper Presentation Track 3: Managing Human Resources in Hospitality and Tourism (Day2)**

Chairperson: Prof. Sanjiv Mittal,  
Dean, USMS, Guru Govind Singh  
Indraprastha University, New Delhi

Richa Sharma's paper "**Role of Education Institution in the growth of Tourism and Hospitality**" discussed the number of avenues through which hospitality & tourism institutions could collaborate with industry and the extent of perceived benefits from a range of partnership methods.



Argha Chakravorty & Priyadarshan Lakhawat's paper titled, "**Innovative teaching methods in Hospitality discipline to achieve outcome based Education**" focused on adopting outcome based education (OBE) system for the discipline of Hospitality in which each part of an educational system is built around goals or outcomes.

Bhupinder Singh & Dr D. K. Dhusia's paper titled, "**Attitudes of Tourism Students towards Use of ICT: The Case of an Indian University**" explained about the way tourism students gather information about their course and determined which factors are considered more important by students while using ICT for various works.



Dr. Suvidha Khanna & Ms. Sandeva Khajuria's paper titled, "**Contribution of Role Modeling and Education Institutes in Promoting Tourism Entrepreneurship among Students – A Case Study of J&K**" informed the role and scope of higher education in boosting the spirit of entrepreneurship among students.

### **Paper Presentation Track 4: Tourism and Hospitality Marketing Strategies and Consumer Behaviour (Day 2)**

Chairperson: Dr. Sonia Sharma, Assistant Professor, STHSSM, IGNOU, New Delhi

Dr. Parikshat Singh Manhas & Parvinder Kour's paper titled, "**Impact of Destination Logo and Taglines on the Brand Awareness : A Case of Indian Silk Route**" informed about the impact of destination logo and taglines on creating the awareness of Indian Silk Route and its induced destinations as a tourism destination brand.

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Rekha V Maitre's paper titled, **“Role of Social Networking Sites in Marketing 5 star Luxury Hotels of Delhi and NCR”** examined the use of Social Networking Sites and their impact on the Sale of Hotel rooms in 5 Star Deluxe Hotels of Delhi.

Radhe Shyam Rai, Bandana Chadha & Varuna Punjabi's paper titled, **“Perception of Service Quality of Budget Hotels in Delhi-NCR”** established the relationship between customer satisfaction and service quality of existing budget hotels in Delhi and surrounding National Capital Region (NCR) to find out where improvement in service quality is required.

Ragini Bhati's paper titled, **“A Home away from Home: Exploring the Online and Social Media advertising in the Hotel Industry in India”** provided a framework to explore the concept of Advertising the Hospitality Industry.

Akshi Bhagat & Sudhanshu Gupta's paper titled, **“Promoting Tourism via Indian Silver Screen: An Insight into Bollywood”** validated that films work as virtual brochures and provide more subtle way of marketing compared to traditional touristic campaigns.

**Paper Presentation Track 5:  
Hotel Operations and Food  
Service Management (Day2)**

Chairperson: Dr. Kumar Ashutosh,  
Teacher-In-Charge, Department of  
Tourism, College of Vocational  
Studies, University of Delhi, New  
Delhi

The paper by Sarah Hussain,  
Assistant Professor, BCIHMCT,  
New Delhi, India & Dr. Kavita  
Khanna, Amity School of  
Hospitality, Amity University, U.P.,  
titled **“Reinventing the Traditional  
Guest Satisfaction Survey: An Exploratory Study”** discussed the use of online reviews by hotels to determine service standards, customer satisfaction, and improvement areas in order to help them satisfy customers and act as a tool to attract customers.



**“Assessment of Service Quality in Chain Restaurants of Kolkata applying Modified DINESERV Scale”** the research to gauge the expectations and perceptions of the customers at the selected upscale restaurants, presented by Amitabh Dey, Principal, NSHM School of Hotel Management, Durgapur, West Bengal, India & Dr. Sutheeshna Babu S., Institute of Water Sports Management, Goa, India proved that there is a good relationship between the dimensions of Service Quality and Customer Satisfaction.

The research on **“Customer Behaviour Study for Sugar Free Food Products in 5 Star Hotels of New Delhi”** by Garima Parkash, G D Goenka University, Sohna, Haryana, India & Dr. Kavita Khanna, Amity School of Hospitality, Amity University, U.P., India discussed the choices of sugar free foods with which the customer of New Delhi associates, while eating out in 5 star hotels of the capital with reference to the factors affecting satisfaction level of the customers upon consumption.

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The study of “**Changing Food Habits of People in Rajasthan – Professionals’ View**” done by Sangeeta Dhar, Assistant Professor, Pacific Institute of Hotel Management, Pacific University, Udaipur Rajasthan, India & P. K. Sharma, Professor, Department of Management, Vardhman Bhagwan Mahaveer Open University, Kota, Rajasthan, India proposed measures to develop awareness and understanding required to increase popularity and acceptance of traditional and modern Rajasthani cuisine throughout the world.

“**Emerging Trends of Incorporating Ancient Grains into Modern Meals**” by Prasenjit Sarkar. Assistant Professor, Welcomgroup Graduate School of Hotel Administration Manipal University indicated an escalating interest towards the use of ancient grains by consumers all across the globe as a result of alertness about eating natural, traditional and nutritious meals.

The technical sessions conducted on 11<sup>th</sup> and 12<sup>th</sup> February, 2015 were intellectually stimulating and brought together the professionals from Industry and Academia. The discussions during paper presentations revealed nuances pertaining to research writing and innovations in the industry.

### DAY 3



The third day of IIHTTRC commenced with the Keynote address of Dr. Asad Mohsin, Associate Professor, Department of Tourism and Hospitality Management, Waikato Management School, University of Waikato and Associate Director, New Zealand India Research Institute (Victoria University of Wellington) on “Examining Staff Turnover in Luxury Hotels of India”. He urged the practitioners to put more emphasis on personal and social life of the

employee to make them feel motivated to work in the industry.

Dr. Swarup Sinha, Principal, ITC Hospitality Institute discussed “Hospitality Industry expectations of the Hotel Management Graduates: Are they ready to be hired?” to motivate students and educators help mitigate the gap between industry and academia. In continuation to deliberating on excellence, Dr. Sinha quoted that “Creativity is as important as Literacy”.

### PANEL DISCUSSION

A panel discussion on “Industry’s Role in Improving Hospitality Education in India” concluded the three day conference comprising of academia, industry stakeholders and industry professionals namely Maj. Gen. (Retd.) B.N. Kaul, Pro Vice Chancellor, Amity University, Rajasthan; Chef Y.B. Mathur, Executive Director, Culinary Design & Application Group; Ms. Vinita Behl, Manager Corporate - Learning & Development, Taj Group of Hotels; Dr. Swarup Sinha, Principal, ITC Hospitality Management Institute; Ms. Nitika Bajaj, HR & Talent Development Manager, Crowne Plaza New Delhi Rohini and Mr. R. K. Bhandari, Principal

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BCIHMCT. The session was moderated by Mr. Sandeep Chatterjee, Assistant Professor, BCIHMCT.



The propositions made during the panel discussion were:-

- Updating the curriculum with inputs from Industry to keep up with the trends;
- Appropriate screening of the candidates along with proper introduction to the industry at the time of admission;
- Industry taking responsibility of industrial trainees' education on the job;
- Industrial training to be recognized as Internship rather than it being vocational;
- Faculty trainings to be conducted at the hotels more often;
- Formation of a graduate profile with inputs from Industry and Academia.

### CONFERENCE REPORT PRESENTATION AND CONCLUSION

The conference concluded with the presentation of the conference report and vote of thanks by Mr. R. K. Bhandari, Principal, BCIHMCT & President IIHTTRC 2015, highlighting the salient features of the three day conference. He emphasized that the Conference has enlightened the participants and stake holders to get an insight into the challenges and opportunities lying ahead due to the rapid changing technology, practices and trends in the hospitality and tourism sector.

He thanked all the Researchers and Presenters for their excellent cooperation and contribution to the Tourism and Hospitality field. Expressing his gratitude towards all those who participated in the Conference, he appreciated the contribution of the Banarsidas Chandiwalla Sewa Smarak Trust Society Group for providing all the necessary support in the organization of the conference.

A culture trip to Surajkund Fair, Delhi NCR, Qutab Minar, India Gate & Humayun Tomb, New



Delhi and Taj Mahal, Agra were organized for the delegates after the closing ceremony.

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