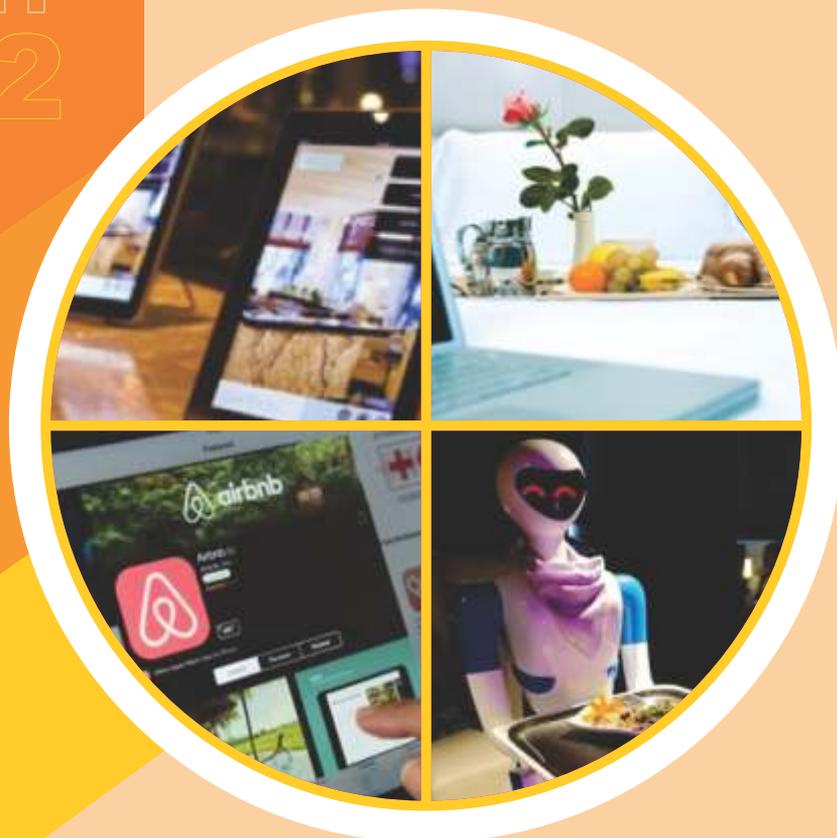


ICTDHT
2022

AAZIKYA

Past, Present & Future 3.0 - 2022



In association with



AICTE Sponsored

International Conference on

TRENDS & DISRUPTIONS IN HOSPITALITY & TOURISM

21st-23rd January, 2022



Faculty of Hospitality & Tourism Management

School of Hotel Management

Siksha 'O' Anusandhan

(Deemed to be University)

Bhubaneswar, Odisha, India

“Trends & Disruptions in Hospitality & Tourism”

Background

Survival of the fittest! This Darwinian theory has evolved into a guiding principle for the businesses operating in the marketplace. The essence is to offer much more than the basic amenities for gaining not only the customer's wallet-shares but also the mind-share in the long run. After globalization, when the physical, financial and psychological barriers between the countries, cultures, and societies are diminishing, it has become very challenging for the businesses to survive and succeed in a highly competitive environment.

Today, in this digitized world, guests are getting used to the advanced facilities. And so, they're expecting the same with the hospitality & tourism industry. Therefore, with the tremendous changes in the taste and expectations of guests, all hospitality service providers are actively looking into the new technologies as well as techniques to offer the optimal levels of guest experiences. Thus, the hospitality and tourism industry is facing large scale disruption propelled by the emergence of new technologies, ever-evolving competitive landscape and expectations of today's customers along with many other challenges. Today we stand on the brink of the most transformative revolution ever, the era of “connected intelligence”. Driven by the smarter devices everywhere, armed with cloud based services and driven by cognitive intelligence, the world is changing at a dizzying pace and businesses are scrambling to keep up with this reality. Particularly, digital disruption is fueling innovations in hospitality, travel and tourism industry. Traditional enterprises are being forced to reimagine their business as technology whereas startups are conceived as digital-first and have the advantage of being agile in business procedure. In these turbulent times hospitality and tourism as an industry is no different. Travel remains the most progressive expression of human curiosity but still relies on human connects for ultimate expressions of hospitality. This means, strategies adopted have to be far more purpose built for industry specific nuances. These strategies in turn are influenced by some major trends that the industry is witnessing. Travel is no longer about transactional booking of airtickets, hotel rooms and sight-seeing. Modern day travelers seek and often demand experiences that resonate with them at a deeply emotional level and thus prefer authentic and personalized experiences.

Being able to provide such individualised experience to them is only half the battle won. The ultimate deal is to be able to provide these handcrafted experiences in a manner that is scalable. Today's customers demand services anywhere, anytime. Food-tech alone has morphed customer behaviour to start expecting the food of choice delivered anytime and literally anywhere. Travel and hospitality brands looking to meet new service expectations must look for ways of hastening the delivery of services such as dynamic itinerary, streamlined purchase process and allowing instant access to assistance throughout. Using technology to scale seamless experiences is fast becoming a feature of not just isolated travel companies but entire cities. Customers today prefer value added services for seamless experiences that are an extension of their daily rituals, taking into account their preferences. Consumers expect “whole” services for their travel need and not parts, an idea that is driving the industry towards

singularity. This can propel hotel brands to forge dynamic partnerships to drive broader Survival of the fittest! This Darwinian theory has evolved into a guiding principle for the businesses operating in the marketplace. The essence is to offer much more than the basic amenities for gaining not only the customer's wallet-shares but also the mind-share in the long run. After globalization, when the physical, financial and psychological barriers between the countries, cultures, and societies are diminishing, it has become very challenging for the businesses to survive and succeed in a highly competitive environment.

Today, in this digitized world, customers are getting used to the advanced facilities. And so, they're expecting the same with the hospitality & tourism industry. Therefore, with the tremendous changes in the taste and expectations of guests, all hospitality service providers are actively looking into the new technologies as well as techniques to offer the optimal levels of guest experiences. Like other services industries, the hospitality and tourism industry is also facing large scale disruption propelled by the emergence of new technologies, ever-evolving competitive landscape, and ever increasing expectations of the customers along with many other challenges. Today we stand on the brink of the most transformative revolution ever, the era of "connected intelligence". Driven by the smarter devices everywhere, armed with cloud based services and driven by cognitive intelligence, the world is changing at a dizzying pace and businesses are scrambling to keep up with this reality. Particularly, digital disruption is fueling innovations in hospitality and tourism industry. Traditional enterprises are being forced to reimagine their business as technology-driven whereas startups are conceived as digital-first and have the advantage of being agile in business procedure. In these turbulent times hospitality and tourism as an industry is no different. Travel as a major component of tourism, remains the most progressive expression of human curiosity but still relies on human connects for ultimate expressions of hospitality. This means, strategies adopted have to be far more purpose built for industry specific nuances. These strategies in turn are influenced by some major trends that the industry is witnessing. Travel is no longer about transactional booking of airtickets, hotel rooms and sight-seeing. Modern day travelers seek and often demand experiences that resonate with them at a deeply emotional level and thus prefer authentic and personalized experiences.

Being able to provide such individualised experience to them is only half the battle won. The ultimate deal is to be able to provide these handcrafted experiences in a manner that is scalable. Food-tech alone has morphed customer behaviour to start expecting the food of choice delivered anytime and literally anywhere. It brands looking to meet new service expectations must look for ways of hastening the delivery of services such as dynamic itinerary, streamlined purchase process and allowing instant access to assistance throughout. Using technology to scale seamless experiences is fast becoming a feature of not just isolated travel companies but entire cities. Customers today prefer value added services for seamless experiences that are an extension of their daily rituals, taking into account their preferences. Consumers expect "complete" services for their travel need and not parts, an idea that is driving the industry towards singularity. This can propel hotel brands to forge dynamic partnerships to drive broader services. By leveraging data-driven insights and analytics to gain better understanding of guest behaviour, and employing new digital technologies like

artificial intelligence (AI), machine learning (ML), beacons, chatbots and internet of things (IoT) the hotel companies can deliver on customers' expectations for guest centricity and personalization.

Disruption comes in many sizes. It can make a huge splash, like self-driving cars, or it can make ripples in the form of chatbot service agents and robotic room service delivery. But all new ideas should have the common goal of making travelers' experiences easier and more enjoyable in order to ultimately drive loyalty and repeat patronage behaviours. For hospitality and tourism industry to stay competitive, it will have to continue to look at options to stay operationally efficient and define services to monetise fixed assets of their brands more effectively. This can be done by re-architecting the physical spaces of their operational units to blend in hospitality, retail and commercial use in the same venue. This trend will drive the traditional players in hospitality and tourism industry to reimagine their businesses. The future of hospitality and tourism industry will demand businesses to shift hard to create value for customers through unique value added products and services that create seamless experiences. Speed & accuracy will be the universal currency of business. Businesses will need to rapidly innovate to stay competitive in an age where the landscape will continue to evolve. This will need embracing a strong culture and willingness to make necessary investments and structural changes to their operating model.

SCOPE & OBJECTIVES OF THE CONFERENCE

The scope of the Conference is to provide the academicians, researchers, policy makers, regulators, students, and industry professionals with a neutral and insightful point of view regarding the current & emerging trends and disruptions in the hospitality and tourism industry along with their future implications. The Conference will enable the academicians and students to do research in wide areas of the technology domain, their commercial aspects, challenges associated, and the opportunities they bring about with regards to hospitality and tourism industry. The Objectives of the Conference are listed herewith.

- ⊙ To provide an enormous platform for networking and exposure bringing together comprehensive audience of different public and private sectors such as hospitality, tourism, other service providers, policy makers, and regulators to apprehend the current trends, innovations, and disruptions of the hospitality and tourism industry.
- ⊙ To provide a platform to bridge the gap between academia and industry.
- ⊙ To help participants to understand the mechanism of facing the current challenges based on the research findings, especially in connection with trends and disruptions in Hospitality & Tourism and managing the crisis effectively.
- ⊙ To improve the ability of participants to apply their ideas through new discoveries in addressing the issues related to latest trends that are emerging in the hospitality & tourism industry and comply with the future directives.

“Trends & Disruptions in Hospitality & Tourism”

Based on the theme, following *thematic areas* are categorized into tracks (But not limited to), for the discussion:

Thematic Areas	Title
Track – 1 Hospitality & Tourism Management	<ul style="list-style-type: none"> ✓ Environment, Society and Governance (ESG) in Hospitality and Tourism ✓ Hospitality operations management ✓ Consumer behaviour and customer satisfaction ✓ Tourism, hospitality, and leisure management ✓ Human resources management ✓ Corporate social responsibility ✓ Sociology of food studies & food security ✓ Facility management ✓ Financial planning & revenue management ✓ Education and employability scenario ✓ Culture and Heritage ✓ Tourism planning, policies, & practices ✓ Transportation Scenarios – Air, Water, Rail, & Road
Track – 2 Innovations & Disruptions	<ul style="list-style-type: none"> ✓ Artificial intelligence and virtual technology ✓ Innovation and Inheritance - Demystifying the Debate in Hospitality and Tourism ✓ Digital Transformation in Hospitality and Tourism ✓ Entrepreneurship ✓ Alternative energy sources ✓ Social media & its impact on hospitality & tourism ✓ Automation in hospitality & tourism sector ✓ Contemporary innovations, disruptions, & sustainable solutions in Hospitality & Tourism ✓ Transportation & Travel – Disruptions & Resilience
Track – 3 Crisis Management	<ul style="list-style-type: none"> ✓ Safety & Security - Assessment & management ✓ Terrorism & Crime ✓ Disasters – natural & manmade ✓ International issues on Security ✓ Leadership for crisis management ✓ Security Environment in Global, National, & Local Scenarios
Track – 4 The Future of Hospitality & Tourism	<ul style="list-style-type: none"> ✓ Sustainability, Climate Change and Carbon Footprints in Hospitality and Tourism ✓ Emerging concepts in hospitality & tourism (gastronomy tourism, event tourism, film tourism, election tourism etc.) ✓ Evolving Lifestyles and food consumption practices ✓ Climate change and tourism ✓ Responsible tourism for conservation & development ✓ Collaborative consumption & co-creation ✓ Renewable sources of energy and tourism ✓ Glocalisation: managing the global and the local in the tourism industry ✓ Innovative and digital entrepreneurship ✓ Redefining Transportation & Logistics ✓ Sustainability and wellbeing of visitors

SUBMISSION GUIDELINES

- © The participants have to submit the softcopies of their papers by email to the Organizing Committee at **icthdht2022@gmail.com** which should be typed double-spaced with 1 inch margin on all sides using Times New Roman 12 in MS word preferably in A4 size Paper with a word limit of 3000 words maximum including abstract, tables, graphs, figures and notes.
- © The full title, author(s) including affiliation, correspondence and e-mail address, abstract (not exceeding 250 words), key words (not exceeding six) and acknowledgments, if any, should be clearly specified in the first page of the paper. The abstract should cover Introduction, Purpose, Research Design and Approach, Findings, Practical Applications, Originality/ Contribution.
- © Priority shall be given to application oriented papers. However papers based on Systematic Literature Review (SLR) and meta analysis are welcome for the conference.
- © The contributors should ensure that they are not infringing copyright. Submission of a manuscript implies that it contains unpublished original work and is not being considered for publication elsewhere. Similarity check should be followed as per the UGC Guidelines. Referencing should be done as per APA style, 6th Edition.
- © The short listed researchers will be requested to present the full paper in the conference and the selected papers along with proceedings of the conference will be published in the form of a Book with ISBN number from a publisher from the USA and shall be catalogued in American Library Congress.
- © The conference proceeding in the form of a book shall be made available in Amazon across the globe.
- © Selected high quality papers shall be published in the special Issue of Scopus indexed journal and WOS journal.
- © Every paper selected for the WOS journal/ Scopus journal shall have doi and pre-print release.
- © The authors will receive credits both at CrossRef and Publons.

IMPORTANT DATES

Last Date of Submission of Abstract	10 th of November 2021
Intimation of Acceptance of Abstract	25 th of November 2021
Last Date of Submission of Full Paper	15 th of December 2021
Last Date of Registration	25 th of December 2021



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SOA



ABOUT SIKSHA 'O' ANUSANDHAN

Siksha 'O' Anusandhan is a leading Deemed to be University in India offering technical / professional programs in the disciplines of Engineering, Medical & Dental Sciences, Nursing, Pharmaceutical Sciences, Biotechnology, Management, Law, Hospitality & tourism Management and Agricultural Sciences. It offers a vibrant atmosphere for teaching learning, research, development and socially inclusive extension activities through its' undergraduate, post graduate, doctoral and post-doctoral programs. It focuses on multi-disciplinary aspects of professional learning by commitment towards quality teaching and research of contemporary development. Today Siksha 'O' Anusandhan has emerged as one of the fastest growing educational hub in the country. The name signifies the quest for knowledge that the university has maintained its benchmark consistently in facilitating the students and faculty to reach at the pinnacle of knowledge. *For further details, please visit www.soa.ac.in*

Laurels of Siksha 'O' Anusandhan

- ⊙ Ranked 20th best in the University Category, 32nd best in Engineering Colleges Category, 21st in Medical Colleges Category and 14th in Dental Colleges Category as per the NIRF India ranking 2021 by the MHRD, GOI.
- ⊙ Ranked internationally by QS World University Rankings 2022.
- ⊙ Granted with Graded Autonomy status by UGC.
- ⊙ NAAC 'A' Grade (2nd Cycle)
- ⊙ NBA, ICAR, and ABET accredited Programs.
- ⊙ NABH accredited SUM Hospital
- ⊙ NABL accredited Diagnostic Laboratory
- ⊙ Adjudged as third cleanest campuses amongst technical institutions (residential) category in the country in the Swachh Campus Rankings by the MHRD, GOI.
- ⊙ Recognized as the most preferred university of women and girl's education at the National Leadership Summit on Women and Education.



ABOUT FACULTY OF HOSPITALITY & TOURISM MANAGEMENT

The School of Hotel Management under the Faculty of Hospitality & Tourism Management (FHTM) has been established in 2004 with the approval of AICTE. It has state of the art infrastructure to support skill development / training of hospitality management graduates. The institute has carved a niche for itself in the field of Hospitality & Tourism Education, Training, and Research in India within this short span. The faculty has produced bright employable graduates for tourism, travel, hospitality & allied sectors and each of our alumni works as brand ambassador for achieving hundred percent placements consistently, thereby creating goodwill in the industries with their skills, perseverance, honesty & loyalty. The faculty's endeavour is to inculcate a strong sense of value in service that primarily gives confidence to take leadership in the organization, not just by loving the profession, but also by bringing vibrancy in the hospitality business. In its quest to deliver learning experience, the institute consciously and constantly endeavours to provide opportunities to gain real life situation; explore out of the box thinking in the profession and demonstrate the creative skills in the hospitality & tourism business.

The Institute offers a bouquet of courses such as Doctoral programme in Hospitality, Tourism & Allied areas, 2 years Masters of Business Administration in Hospitality Management, 4 years Bachelor's Degree in Hotel Management & Catering Technology, 3 years Bachelor in Business Administration (Hons) in Hospitality & Culinary Arts and 1 year Certificate Course in Food Production & Patisserie and Food & Beverage service.

Accolades of Faculty of Hospitality & Tourism Management

- ⊙ Recognized as Torch bearer Institute of India Tourism by re:think India
- ⊙ Recognized as Top Hotel Management Institute of India by CSR continuously for the last 7 years.
- ⊙ Awarded with "A+++ " India's Top Pvt. Hotel Management Institute by the Pioneer, New Delhi and the Sun Magazine
- ⊙ Awarded with the "Education Leadership Award" at 6th DNA & Stars of the Industry Group's Innovative B-School Awards
- ⊙ Brand Academy Education excellence award by Brands Academy, New Delhi

About THERAA



Tourism and Hospitality Educators and Researchers

Association of Asia is a non political, non commercial organization of Tourism and Hospitality experts from member nations of Asia. It was formed on 28th Oct. 2013 by Group of Leading Tourism and Hospitality Experts of Asia in Colombo, Sri Lanka, with the purpose to enhance the standard of teaching, training and research of those engaged in the Human Resource Development, to promote its orderly growth and to fulfill the global demand and need of tourism and hospitality industry in general and Asia in particular.

Objectives

- ◎ To promote and enrich Tourism & Hospitality Education and Research
- ◎ To encourage the orderly growth of Tourism and Hospitality Education and Research in Asia.
- ◎ To develop the networking among the members for standardized syllabus in Tourism & Hospitality Academia.
- ◎ To organize conferences workshops, symposiums and seminars in and outside Asia.
- ◎ To address and deal with any issue related to Tourism, Hospitality Education and Research.



Registration Details

- | | |
|--------------------------|------------|
| ★ Industry/ Corporate | Rs. 2500/- |
| ★ Faculty / Academicians | Rs. 2000/- |
| ★ Research scholar | Rs. 1000/- |
| ★ Students | Rs. 500/- |



Bank details

- ★ Name & Title of Account : Siksha O Anusandhan University
- ★ Bank Name : Punjab National Bank, Pokhariput Branch, Bhubaneswar
- ★ Account No: 6762002100000239 IFSC : PUNB0676200

Note:

The registration fee includes the conference kit, Lunch, Dinner, Tea, Coffee & Snacks
Accommodation will be provided on payment basis.

SCHOOL OF HOTEL MANAGEMENT
(Faculty of Hospitality and Tourism Management)
SIKSHA 'O' ANUSANDHAN
(DEEMED TO BE UNIVERSITY)
Bhubaneswar

