

## **Faculty Development Programme (FDP) on Technological Advancement in Tourism & Hospitality Industry**

A five-day Online Faculty Development Programme on 'Technological Advancement in Tourism and Hospitality Industry' was organized by the Association of Indian Universities, New Delhi in collaboration with the Academic and Administrative Development Centre (AADC), Amity School of Hospitality (ASH), Amity Academic Staff College, Amity University Haryana, Gurugram from March 20-24, 2023. About 310 participants from all over India registered for the programme.

The Inaugural Session commenced with the lamp lighting (virtual) and *Saraswati Vandana*. The opening address was delivered by Dr Sanjna Vij, Programme Director, Amity Academic Staff College, Amity University Haryana. Dr Vij highlighted that the tourism and hospitality industry is one of the most dynamic and fast-growing industries in the world, with constant innovation and technological advancements. It is, therefore, important for us as educators to keep abreast of these developments and equip ourselves with the knowledge and skills to train and prepare our students for the changing demands of the industry.

Prof. Dr. Vikas Madhukar, Pro-Vice Chancellor, Amity University Haryana addressed how the industry is growing after the pandemic. He also stressed the use of technology and its integration, implementation, and advancements in the forthcoming years. He also focused on the productivity and profitability for both customers and organisations.

The session was followed by the address of Vice Chancellor, Prof. P B Sharma. He focused on technology, millet, and healthy food for the healthy mind and soul. Prof. Manohar Sajani, Dean, Faculty of Hospitality and Tourism and Director, Amity Institute of Travel and Tourism, Amity University Uttar Pradesh briefed the relevance of the service industry and its upgradation towards 6.0, use of chatbots, etc.

Dr. Amarendra Pani, Director (I/c) and Head, Research Division, Association of Indian Universities (AIU), New Delhi explained how technology can be deployed to enhance the customer experience before, during, and after the trip. Maj. Dr. Gulshan Sharma, Director General, International Chamber for Service Industry (ICSI) focused on incorporating the travel trade, to give the research projects to the students. He also focused on implementing domestic tourism as an integral part of the syllabi. He also motivated the participants to be part of the MICE industry.

Mr. Ashish Kumar, Co-Chairman, FICCI Travel Technology and Digital Committee addressed the session and explained the adaptation factor in the tourism and hospitality industry. He also focused on technological content and advised the participants to run at the pace. A brief address was delivered by Prof. Garima Parkash, Director, Amity School of Hospitality, Amity University Haryana. She also proposed the vote of thanks to the dignitaries. The session was moderated by Dr. Ruchika Kulshrestha, Organising Secretary of the Faculty Development Programme. The session was coordinated by Mr. Akshay Nain, Faculty, Amity University Haryana.

Mr. Ashish Srivastava, Hospitality Manager, IIT Mandi, Himachal Pradesh was the resource person of the session on 'Optimization of Front Office through Technology'. The moderator of the session was Mr. Akshay Nain. Mr. Srivastava profoundly explained the topic with the help of a PPT and said that cloud-based technology, self-check-in technology, specialized mobile apps, smart mobile keys, digital concierge technology, robotic staff, artificial intelligence-based smart virtual assistants and chatbots are the major technological advancements in the hotel front office.

The resource person, Mr. Arunangshu Bhattacharya, Deputy Director and Professor, Amity School of Hospitality, Amity University Haryana spoke on 'Next Generation Hotels'. The moderator of the session was Mr. Mohammad Soyav. Mr. Bhattacharya profoundly explained the topic with the help of a PPT and said that today most traditional hotels operate in silos defined by brands and spaces. Next Generation Hotels will build bridges to access new resources, balance resources to bring new life to existing capabilities, mobilize current resources for new partnerships and merge outside potential into new opportunity areas. He said that the changes in the tourism, travel and hospitality industry are challenging hotels to move beyond brand identity and extend and deepen their relationships with travelers. The characteristic features of next-generation hotels will be contactless payments, mobile door keys, facial recognition, personal voice assistance, hotel robots, online monitoring systems, chatbots and artificial intelligence, he further said.

Dr. Kunal Seth, Professor, Amity School of Hospitality, Amity University Haryana was the resource person of the session on 'Intelligent Cooking'. The moderator of the session was Dr. Vinod Kumar Chauhan. Dr. Seth explained the topic with the help of a PPT and said that intelligent cooking is the usage of intelligent cum smart cooking machines that work through the internet to cook food and are controlled by mobile phones. According to him, these machines are easy to use, have wireless connectivity and are programmed with several step-by-step guided cooking recipes. Intelligent Cooking cooks a particular food for the optimal

required time and at the optimal temperature to produce the best taste, aroma and texture. It has proved to be a revolutionary innovation for people with special abilities. The Internet of Things and Artificial Intelligence has made it possible for people with a special ability to feel more empowered as they are not dependent on anyone.

Mr. Anil Shashwat, Founder and Director, Holiday Host, New Delhi was the resource person of the session on 'Virtual Technology: A Game Changer in Tourism'. The moderator of the session was Ms. Anishka Pachauri. Mr. Shashwat explained the topic with the help of a PPT and said that evolving virtual technology is making an impact on how people travel and the functioning of tourism-related businesses. According to a Google study, 74% of travelers plan their trips with the assistance of the Internet. The Internet revolution has spurred people to explore those regions or locations which were a distant dream for travelers.

Dr. Varsha Khetrupal, Head, Planning, School of Art and Architecture, Sushant University, Gurgaon was the resource person of the session on 'Strategies for Sustainable Green Hotels and Design: A Technical Approach'. The moderator of the session was Mr. Shivansh Soni. Dr. Khetrupal explained the topic with the help of a PPT and said that sustainable green hotels significantly reduce harmful impacts on the environment by adopting green practices in terms of their maintenance, services, logistics, products and supplies. The core elements revolve around reducing waste, saving energy, and cutting down on water usage. There are many steps a hotel must take to move toward sustainability.

The session on 'Impact of Robotics in Tourism Industry' was handled by the resource person Dr. Anila Thomas, Associate Professor and Head, Department of Tourism and Travel Management, Jyoti Nivas College, Bangalore. The moderator of the session was Ms. Anishka Pachauri. Dr. Thomas explained the topic with the help of a PPT and said that the tourism industry is deploying robots to fundamentally change the tourist experience. Tourists can ask these robots questions, find out information and even get them to perform key tasks. Further, there are a variety of other uses for robots within the tourism, travel, and hospitality industry. Among the most innovative uses of robots within the tourism industry so far is, Travelmate, a robotic suitcase, which removes the hassle of travel.

The resource person, Dr. Pankaj Tyagi, Professor, Chandigarh University spoke on 'Artificial Intelligence in the Travel Industry'. The moderator of the session was Mr. Subir Kumar Malakar. Dr. Tyagi explained the topic with the help of a PPT and said that Artificial Intelligence made advances in many industries since it was invented. The ever-changing travel industry is also taking advantage of Artificial Intelligence to revolutionize the way it operates. Thanks to Artificial Intelligence, travelers no longer need to visit travel agencies to book flights or search for accommodation. Artificial Intelligence assistants and Intelligent chatbots have

now taken the place of travel agents allowing travelers to book flights and accommodations and hire vehicles online.

The session on 'Relationship between Pedagogy, Learning and Technology' was handled by Dr. Amitabh Dey, Principal, IHM Guwahati. The moderator of the session was Dr. Kumari Shiwani. Dr. Amitabh Dey explained the topic through PPT and said that Pedagogy is defined as the specific approach educators take to get their message across to a group of students. Technology-based pedagogy involves using electronic or digital tools, media and resources to enhance a student's learning experience. The use of technology-based applications in pedagogy creates a hands-on, interactive experience for students in all disciplines of all ages.

Mr. Munish Kohli, Human Resource Manager, Four Points by Sheraton, New Delhi was the resource person of the session on 'New Technological Pathways in HR Practices in Hotels'. The moderator of the session was Dr. Kunal Seth. Mr. Kohli said that many technological advancements have been introduced in the human resource management sector to make the system more transparent, convenient and efficient. Human Resource Technologies have emerged as the prime focus for organisations, helping them to reach their goals. If a company is quick enough to adapt to any business line, HR technologies can help in identifying and leveraging the skills of the staff members and employees to assist the business in excelling in a new direction.

The resource person, Mr. Deeptiman Bhattacharya, Assistant Training Manager, Taj Sats Air Catering Limited, Bengaluru spoke on 'F&B Guest Experience through Technology'. The moderator of the session was Dr. Kumari Shiwani. Mr. Bhattacharya explained the topic with the help of a PPT and said that incorporating technology in the food and beverage outlets is vital for improving efficiency and the customer experience. By providing new technological mechanisms, food and beverage outlets enjoy increased online visibility, customer satisfaction and reduced expenses.

The session on 'Technological Trends in Room Division' was handled by Ms Neeraj Sharma, Executive Housekeeper, GMR, New Delhi. The moderator of the session was Dr. Vinod Kumar Chauhan. Ms. Sharma explained the topic through PPT and said that room service apps, HD voice-controlled and touch screen thermostats, service robots, smart bathrooms, interactive TV's, In-Room Tablets, showers customized to body temperature, greener linens, air filter systems, in-room exercise, smart lighting, MP3 docking stations, etc. are major technological trends in hotel rooms. Starwood Hotels provide keyless entry to guests through its SPG app. More and more hotels are expected to switch to app-based entry systems soon. Hotels are increasingly adding thermostat technology that will allow guests to adjust the temperature in their rooms with a smartphone, even if they aren't on the premises.

Dr. Milind, Principal, School of Tourism and Hotel Management, NSHM Knowledge Campus, Durgapur and Kolkata was the resource person of the session on 'Ethics of Artificial Intelligence in Tourism and Hospitality Industry'. The moderator of the session was Mr. Subir Kumar Malakar. Dr. Milind explained the topic with the help of a PPT and said that artificial intelligence ethics is a set of guidelines that advise on the design and outcomes of artificial intelligence. He said that the Artificial Intelligence systems must not compromise with safety, security, and privacy of tourists and hotel guests. AI systems must be transparent and prioritize and safeguard consumers' data rights and provide explicit assurances to users about how their personal data will be used and protected. Further, AI systems must be capable of actively defending themselves from malicious cyber-attacks.

During Valedictory Session, Chief Guest was Prof. Manohar Sajani, Dean, Faculty of Hospitality and Tourism, Director, Amity Institute of Travel and Tourism, Mentor, Amity School of Film and Drama and Amity School of Communication, Amity University, Uttar Pradesh. The moderator of the session was Mr. Akshay Nain. Prof. Manohar Sajani said that technology is constantly evolving and there is a notable rise in digitization and technological developments in the tourism and hospitality industry. The data available on tourism and hospitality-related websites provide smart recommendations to tourists and hotel guests in terms of flight deals, car rentals, room bookings, sightseeing, etc. Contactless travel has become a major trend in the tourism and hospitality industry nowadays. Also, robots are widely getting used in the tourism and hospitality industry to provide prompt & flawless service to tourists and hotel guests. Travel Blogs are also in trend which helps tourists in exploring any particular tourist destination worldwide. The vote of thanks was proposed to all the esteemed resource persons of the programme.