11th India International Hotel Travel and Tourism Research Conference
“Re-Strategizing Hospitality & Tourism: Through Food, Facilities & Films”
25th - 27th February, 2021

CONFERENCE REPORT

Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi
Conference Report on
11th India International Hotel, Travel & Tourism Research Conference
25th - 27th February 2021

Published by:
Banarsidas Chandiwala Institute of Hotel Management & Catering Technology
Chandiwala Estate, Maa Anandmai Marg, Kalkaji, New Delhi, India – 110019
Ph. +91-11-49020300-319. Email: director@bcihmct.ac.in, Website: www.bcihmct.ac.in
Acknowledgement

Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, thanks and congratulate delegates from India and overseas for their contribution of Scholarly Research Articles and also appreciate the interest and debate this conference has generated.

We acknowledge the efforts, enthusiasm and the hard work put in by the faculty member and staff of BCIHMCT. It is because of their hard work that we have been able to organize this conference.

We recognize and appreciate the support and contribution received from the following organizations:

- Hotel & Restaurant Network: Hospitality Trade Magazine
- www.hospemag.com: The Hospitality E-Magazine
- Clean India Journal: A magazine on cleaning technology & hygiene solutions
- Chef's Choice Magazine
- The Press India
- Woodpecker International Film Festival
- Lords Wear Private Limited

We thank everyone involved in the organization of The 11th India International Hotel, Travel and Tourism Research Conference.

We thank Shri Banarsidas Chandiwala Sewa Smarak Trust Society for providing all the necessary support in the organization of this Conference.

Prof. R.K. Bhandari
President, IIHTTRC 2021

Dr. Arvind Kumar Saraswati
Convener, IIHTTRC 2021
February 25, 2021

Dear Sir,

Thank you for inviting me to address the 11th International Hotel, Travel & Tourism Research Conference. The conference was very well organised and all credit goes to you and your institute and the subjects chosen for discussion covered all possible areas relating to Tourism.

The organisation that I am heading - The Indian Trust for Rural Heritage and Development (ITRHD) set up by me in 2011 (website www.itrhd.com) with projects in 8 States in India, brings out 2 prestigious publications every year with a view to creating awareness of our rich Rural Heritage. Copies of our past issues are enclosed for your library.

Sincerely,

S K Mista
MESSAGE

It brings me immense pleasure to learn that Banarasidas Chandiwala Institute of Hotel Management & Catering Technology, an affiliate of Guru Gobind Singh Indraprastha University, Delhi is organizing 11th edition of IIHTTR Conference 2021 on “Re-Strategizing Hospitality & Tourism: Through Food, Facilities & Films”.

The landscape of Hospitality and Tourism is ever changing, dynamic and full of challenges. To add to these challenges the Covid-19 has thrown open an array of challenges generating need for innovation and developing a blueprint to tackle the issues related to travel and hospitality known worldwide.

I am confident that this conference would provide just the impetus and the common platform for researchers and industry managers to develop and deliberate the blueprint successful mitigation of risks the hospitality and tourism is faced with.

I wish the Conference a grand success.

Prof. (Dr.) Mahesh Verma
Welcome Message from President

Dear Delegates,

It gives me great pleasure to welcome you to this 11th India International Hotel, Travel and Tourism Research Conference (Online Mode). The Conference aims to bring Industry Managers and researchers in Tourism and Hospitality together to share experiences, opinions and examine trends and innovative practices in the field of Tourism and Hospitality. Over the years the Conference has made a significant place in the field of Tourism, Travel and Hospitality Industry and is inviting interest among the Researchers and Practitioners from Tourism and Hospitality together.

The real strength of the Conference has been its research based comprehensive coverage of certain timely, crucial and challenging issues of the Tourism and Hospitality Industry.

I am confident that the research insights and thought leadership emerging from this innovative initiative will be of great value to the Travel, Tourism and Hospitality Industry in its quest to identify global best practices and secure a competitive advantage in this rapid changing environment.

I thank all the Researchers and Presenters for their excellent cooperation and contribution to the Tourism and Hospitality field. We hope that you would appreciate the efforts of the Researchers.

We would like to thank all those who assisted with this Conference, especially our organizing team and the supporting staff, without whom, this would not have been possible.

Once again a very warm welcome to Delhi and Hope you have a pleasant stay.

Prof. R. K. Bhandari
President
India International Hotel, Travel & Tourism Research Conference
Message from Convener

Dear Delegates,

It gives me an immense pleasure to present before you the 11th India International Hotel, Travel and Tourism Research Conference focusing upon the theme “Re-Strategizing Hospitality & Tourism: Through Food Facilities & Films”. Global pandemic of Covid-19 has registered its presence in world history and will always be remembered in future. Complete lockdown across the globe has shattered the world economy. Tourism, Travel & Hospitality industry were among those that were severely affected during this phase. It presents before us the new challenges and also the opportunities to look at the world with a completely new perspective. There felt the utmost need to understand and discuss the New Normal Scenario. Amidst with this newer perspective that has change our insight to look at our industry, we decided to dedicate 11th edition of India International Hotel, Travel & Tourism Research Conference 2021 towards re-accessing the industry as per the prevailing environment and devise future strategies for Hospitality, Travel & Tourism industry. Food, Facilities & Films are the three dimension considered to be talked upon and discuss during the conference to Re-strategize Hospitality, Travel & Tourism Industry.

I am delighted to announce that the conference theme is well appreciated and delegates from more than 12 nations are participating across the three continents. This year conference will include keynotes speeches from industry experts, academician and researcher, panel discussion, formal presentations, other industry related forum. I thank all the delegates, resourced persons and eminent speaker for participating in this mega event where together a unique and international mix of experts, researchers and decision makers both from academia and industry across the globe will exchange their knowledge, experience and research innovations in Hospitality and Tourism. I firmly hope and believe that you will have a great time attending this Conference.

Dr. Arvind Kumar Saraswati
Convener
India International Hotel, Travel & Tourism Research Conference
Organizing Committee
R. K. Bhandari, President – IIHTTRC 2021
Dr. Arvind Kumar Saraswati Convenor – IIHTTRC 2021
Dr. Ashish Kumar Ranga Co-convenor- IIHTTRC-2021

Conference Advisory Committee
Dr. Rachna Chandan, BCIHMCT, New Delhi
Dr. Prem Ram, BCIHMCT, New Delhi

Conference Co-ordinators
Mr. Sidharth Srivastava, BCIHMCT, New Delhi
Ms. Nausheen Siddiqui, BCIHMCT, New Delhi
Ms. Divya Thakur, BCIHMCT, New Delhi

The Scientific Committee
Prof. Fevzi Okumus, University of Central Florida, United State of America
Dr. Nigel Hemmington, Auckland University of Technology, New Zealand
Dr. Asad Mohsin, The University of Waikato Management School, New Zealand
Dr. Paolo Mura, Zayed University, UAE
Dr. Lucilia Cardos, Aveiro University, Portugal
Dr. Rina Suprina, Trisakti School of Tourism, Indonesia
Dr. Enrico Panai, University of Sassari, Italy
Dr. Dileep Madhav, Ministry for Higher Education, Sultanate of Oman
Dr. Kevser Cinar, Necmettin Erbakan University, Turkey
Dr. Sanjiv Mittal, Vice Chancellor, Sambalpur University, Odisha, India
Dr. Paramita Suklabaidya, Indira Gandhi National Open University, New Delhi, India
Dr. Parikhset Singh Manhas, University of Jammu, Jammu & Kashmir, India
Dr. Mohinder C. Dhiman, Kurukshetra University, Kurukshetra, India

Review Committee
Ms. GaganSoni, BCIHMCT, New Delhi.
Mr Mohan Jain, BCIHMCT, New Delhi.
Mr. Manish Malhotra, BCIHMCT, New Delhi.
Ms. Reshma Kamboj, BCIHMCT, New Delhi.
Mr. Suprabhat Banerjee, BCIHMCT, New Delhi.
Mr. Indrajit Chaudhury, BCIHMCT, New Delhi.
Mr. Vaibhav Verma, BCIHMCT, New Delhi.

Conference Committee Members
Mr. Ranojit Kundu, BCIHMCT, New Delhi
Mr. Peeyush Srivastav, BCIHMCT, New Delhi
Mr. Uttam Kumar Singh, BCIHMCT, New Delhi
Mr. Sumit Pant, BCIHMCT, New Delhi
Ms. Neha Sahni, BCIHMCT, New Delhi
Mr. Nikhil Sharma, BCIHMCT, New Delhi
Mr. Deepak Chhikara, BCIHMCT, New Delhi
Mr. Durga Prasad Shukla, BCIHMCT, New Delhi
Mr. Mohinder Pal Singh, BCIHMCT, New Delhi
Mr. Rahul Akoliya, BCIHMCT, New Delhi

Associates and Partners
Hotels & Restaurants Network New Delhi, India
www.hospemag.com
The Hospitality E-Magazine
Clean India Journal
A magazine on Cleaning Technology & Hygiene Solutions
Chef's Choice Magazine
The Press India
Woodpecker International Film Festival
Lords Wear Private Limited
Programme schedule for the Conference

11th India International Hotel, Travel & Tourism Research Conference, New Delhi
25th to 27th February 2021

Thursday, 25th February 2021 (INDIA TIME)

10.00-10.30  Inaugural Ceremony
10.30-11.00  Special Address by Chief Guest: Padma Bhushan Shri S.K. Misra, (I.A.S.), Former Principal Secretary to Prime Minister.
11.00-11.30  Keynote Speech: Dr. Cihan Cobanoglu, Endowed Chair Professor & Director M3 Center for Hospitality Technology and Innovation, School of Hospitality and Tourism Management, Muma College of Business, University of South Florida, USA.
11.30-11.40  Short Break
11.40-13.40  Technical Session- I

| Re-designing Sustainable Development Through "Vocal for Local"
| Chairperson: Dr. S. K.. Singh, COO, Faculty of Hotel Management, Amrapali Group of Institute |

Ghosh, A., Tyagi, P. K. & Gupta, P.
Community Development via Tourism: A Case Study on Sunderbans Tiger Reserve, India

Agrawal, A., Awasthi, S. & Sharma, R.A.
Local Resident’s Perception towards Rural Tourism Development: A Study of Rural North Central India

Patwal, A. S.
Motivations of Foreign Visitors to Select Homestay: Do their Social Demographics have any impact?

Singh, K., Gupta, D. & Kumar, J.
Nature, Problems and Prospects of Community Based Tourism in Punjab

Mahesha, R. & Babu, K.V.S.N. J.
Rural Tourism, Host Participation and Community Development

Singh, S. K.
Start-Up Entrepreneurship – Giving Wings to New Ideas

Chatterjee, A. & Mishra, R.
Food & Cultural Heritage of Coastal Odisha as Tourism Marketing Product

Sharma, A. & Singh, A.
Corporate Social Responsibility in Hospitality Industry: Awareness and Perception of Hotel Employees

Kumar, S.
Changing Consumer Behavior: A study in Hospitality

13.40-14.30  Lunch Break
14.30-16.30  **Panel Discussions I:** Re-strategizing Tourism & Hospitality Facilities for the New Normal

<table>
<thead>
<tr>
<th>Dr. Cihan Cobanaglu</th>
<th>Prof. Sudhir Andrews</th>
<th>Dr. Jenny Cave</th>
</tr>
</thead>
</table>
| Endowed Chair Professor  
University of South Florida, USA | Distinguished Professor  
Thoughtful Leader & Author  
India | Associate Professor  
Swansea University, UK |
| Dr. Ali Afshar | Dr. Enrico Panai | Dr. Yanki Hartijasti |
| Professor-Architectural Studies  
Eqbal Lahoori Institute of Higher  
Education, Iran | President  
Euro Asia Tourism Studies  
Association, France | Department of Management  
Faculty of Economics and Business  
Universitas, Indonesia |

Moderated by  
**Dr. Paramita Suklabaidya,** Associate Professor, SOTHSM, IGNOU, India

**Friday, 26th February 2021  (INDIA TIME)**

10.30-11.00  **Keynote Speech:** Dr. Yanki Hartijasti, Department of Management, Faculty of Economics and Business Universitas, Indonesia on “Tourism Amenities: Reviving Your Strategies in the New Normal”

11.00-11.30  **Keynote Speech:** Dr. Saurabh Kumar Dixit, Associate Professor and Head, Department of Tourism & Hotel Management, North- Eastern Hill University, India on “Role of Food in Promoting Tourism & Hospitality During & Post Covid”

11.30-1140  Short Break

11.40-13.40  **Technical Sessions II**

| Re-strategizing Food & Food Service Businesses  
Chairperson: Dr. R.P.S. Kaurav, Assistant Professor-Marketing & Tourism, 
Prestige Institute of Management, Gwalior  
---  
Yadav, D. & Rana, V.S.  
A Study on Consumer Attitudes about Food Safety and Trust for Information involved in Convenience Food  
---  
Dadha, M. K. & Khatri, D.  
A study on the Need of Incorporation of Probiotic Beverages in the Beverage Menu of Hotels  
---  
Saanchi & Kumar, S.  
---  
Vishwakarma, V. K. & Kumar, A.  
Analyzing the impact of Websites on Consumers Food and Beverage Service Outlets selection  
---  
Renu, Kumar, S. & Jha, A. K.  
Gastronomy- A Trinity of Food, Culture and Tourism: An Approach to Enhancement of Visitors Experience and Competitiveness of the NCR Region, India  
---  
Parmar, S.  
Impact of post Covid-19 pandemic on Food Tourism in Delhi.  
---  
Sharma, R. & De, D.  
Working towards a more Sustainable Food Production - Potential Problems & their Solutions en Route  
---  
Naikoo, M. N.  
Environmental Implications of Food Waste: A case of Pahalgam (Kashmir)  
--- |

13.40-14.30  Lunch Break
14.30-16.30  **Technical Sessions III**

**Re-defining Hospitality Education & Human Resource Relations**
Chairperson: Dr. Nikhil Monga, Associate Professor, Mittal School of Business, Lovely Professional University, Ludhiana

*Misra, R. & Chatterjee, A.*  
Impact of Covid-19 on Job Satisfaction and Work Life Balance for Hospitality Sector

*Khatri, D. & Renu*  
A Study of the Impact of Covid-19 on the Training Session of Hospitality Study

*Bora, R. & Misra, S.*  
A Study on Organizational Commitment and Job Satisfaction of Hotel Employees

*Tripathi, R. & Rana, V.S.*  
An Analysis on Perception of Seafarer on their Work Life at Sea

*Dimri, M.*  
Challenges and Strategies of Online Training for Hospitality Trainers

*Siram, S.*  
Digital Medium for Hospitality Education

*Asraf, F.*  
Communication Strategies for Reputation Management: A Review of Effective Strategies on Destination in Crisis

---

**Saturday, 27th February 2021 (INDIA TIME)**

**10.30-11.00**  
**Keynote Speech:** Dr. Eugeni Osacar, Professor- CETT-UB Barcelona, School of Tourism, Spain on “Film Tourism as key factor for Destination Promotion”

**11.00-11.30**  
**Keynote Speech:** Dr. Enrico Panai, Human Information Interaction Specialist & AI Ethicist. Adjunct professor- Digital Humanities in the Department of Philosophy, University of Sassari, and President (EATSA) on “Emerging Ethical Problems of AI in Tourism: How Independent Auditing can help to Reinforce Trust?”

**11.30-11.40**  
Short Break

**11.40-13.40**  
**Panel Discussions II:**
Role of Films in Promoting Tourism & Hospitality Industry during and Post Covid-19

- **Prof. Fransisco Dias**  
  Director, ART & TUR International  
  Tourism Film Festival, Portugal

- **Prof. Tsuyoshi Kigawa**  
  Director Japan Tourism Festival, Japan

- **Mr. Andrew Ewels**  
  Director, NATOURAL Film Festival, Germany

- **Ms Spomenka**  
  Director, Zagreb Tourism Film Festival, Croatia

- **Ms Nadia Oliveria**  
  Director EATSA ART & Tourism Film Festival, Portugal

- **Dr. Eugeni Osacar**  
  Professor- CETT-UB Barcelona, School of Tourism, Spain

**Moderated by**
**Mr. Rao Narender Yadav**, Director, Woodpecker International Film Festival, India

**13.40-14.30**  
Lunch Break

**14.30-16.30**  
**Technical Sessions IV**
Re-assessing Hospitality & Tourism Consumers & Marketing Strategies
Chairperson: Dr. Subhashish Aditya Mishra, Associate Professor,
School of Hotel Management, Airlines & Tourism, CT University

Singh, R., Charak, N.S. & Sharma, P.
An empirical approach to investigate the impact of Innovative Practices on Customer Satisfaction and Loyalty in Quick Service Restaurants

Kakkar, P. & Kumar, A.
Analyzing the Relationship of Price Fairness with Customer Satisfaction and Customer Loyalty in Indian Hotel Industry

Singh, S.V., Arya, A. & Chauhan, A.
Destination motivations through antecedents of Film-Induced Tourism: A study on Outbound visitors of Lucknow

Bansal, A.
Re –Strategizing Hospitality and Tourism: Through Food, Facilities and Films

Singh, S. & Kumar, H.
Role of Social media marketing on customer decision making in Hotel Industry: A case study on Delhi-NCR Hotels

Indra, S.R. & Siddiqui, Z.
Socio-Economic Impact Of Covid-19 On Hospitality Industry In Western Regions Of India.

Dua, S. & Kumar, P.
Overcoming the Challenges of Covid-19 Situation for the Restaurant Business

Najar, P. A.
Yellow Journalism Is Hurdle for Tourism Influx: A Study of Kashmir Valley

Mangal, K.
Re-strategizing Hospitality and Tourism Through Beer Tourism

16.30-16.45 Closure Report
16.45-17.00 Vote of Thanks & Conclusion
Eminent Speakers

Dr. Cihan Cobanoglu

Dr. Cihan Cobanoglu is the McKibbon Endowed Chair Professor of the School of Hospitality and Tourism Management (SHRM) in the Muma College of Business at the University of South Florida (USF), who also serves as the Director of the M3 Center for Hospitality Technology and Innovation and Coordinator of International Programs for the School of Hospitality and Tourism Management. He is a renowned hospitality and tourism technology expert. Dr. Cobanoglu is a Fulbright Specialist commissioned by the Fulbright Commission which is part of the U.S. Department of State’s Bureau of Educational and Cultural Affairs (ECA) and World Learning (2018-2021). He is a Certified Hospitality Technology Professional (CHTP) commissioned by Hospitality Financial & Technology Professionals (HFTP) and Educational Institute of American Hotel & Lodging Association (AH&LA). He is the Editor of the Journal of Hospitality and Tourism Technology (JHTT)(Indexed in SSCI IF=2.796), editor of Journal of Global Business Insights (JGBI), Journal of Global Hospitality and Tourism, associate editor of Tourism Review (SCCI IF=2.908) and a co-author of six books and ten conference proceedings. He is also currently serving as the President of Association of North America Higher Education International (ANAHEI).

Prof. Sudhir Andrews

Dr. Sudhir Andrews is a graduate from St. Stephen’s College Delhi, and an MBA from IIM Ahmedabad. He has Commissioned the Oberoi Centre for Learning and Development (OCLD) Delhi. He was also the Member Personnel on the Divisional Board of ITC’s Welcomgroup and commissioned the Welcomgroup Graduate School of Hotel Administration, Manipal and Management Training Centre New Delhi. He also served as Principal of IHM Pusa and on the Board of the National Council. He was a Talent Consultant to the Ruler of Dubai. He was also the Dean of Ecole Hoteliere Lavasa and in collaboration with Lausanne Switzerland and Dean of IIMT in collaboration with Oxford Brookes. He won several national and professional awards.

Dr. Yanki Hartijasti

Dr. Yanki Hartijasti is Assistant Professor of Management at Universitas Indonesia. She earned MBA degree from University of the Philippines and obtained Master of Science and Doctor in Industrial and Organizational Psychology from Universitas Indonesia. After gaining fifteen years of professional experiences in various industries as Human Resources practitioner, she then decided to take the plunge into the academic world. Since 2010, she has been invited to share her knowledge and disseminate her research findings in Asia and Europe. Her research focuses on leadership, cultural values, and cyber behavior among multi-generational workforce and travelers.
Dr. Ali Afshar
Dr. Ali Afshar holds a PhD in Architectural Studies from University Putra Malaysia and a MA in Architectural Engineering from the Faculty of Fine Arts at the University of Tehran. He is an academic member for Eqbal Lahoori institute of higher education and a first-class registered architect. His research focuses on a substantial amount of investigations in vernacular architecture and archi-tourism studies and their application in scientific and business problems. Moreover, he has been a scientific member of several conferences, a jury member of various tourism film festival and architectural competitions at both national and international levels.

Dr. Jenny Cave
Dr Jenny Cave is an experienced cultural heritage manager and visitor economy catalyst. Her work includes projects for international aid agencies, federal and local government, NFP and private sector in Canada, United Kingdom and Australasia. As a scholar, employing collaborative action research and mixed methods, Jenny has an h-index of 19 and 1621 citations. Jenny’s research interests encompass diasporan social worlds, alternative economies and intergenerational equity. Jenny is Collaborator for The Tourism CoLab and holds adjunct positions at Swansea University, Wales and Massey University, Palmerston North, New Zealand, contributing to research and mentoring in both locations.

Dr. Enrico Panai
Dr. Enrico Panai is a Human Information Interaction Specialist & AI Ethicist. Following his studies in the philosophy of information and a multi-year experience as a consultant in Italy, he taught for six years as an adjunct professor of Digital Humanities in the Department of Philosophy at the University of Sassari. Since his move to France in 2007, he has been working as a consultant for large corporations. His main research interests concern cyber-geography, cyber wars, latent cyber war battlefields in tourism, information ethics, cyber security, human-information interaction, philosophy of information and semantic capital. He is the president of the Euro Asia Tourism Studies Association and For Humanity Fellow for Independent Audit for Artificial Intelligence Systems.

Dr. Macario G Gayeta
Dr. Macario G. Gayeta is a full time professor, institutional researcher, Editor-in-Chief, journal reviewer, international board of advisory, scientific board of editor and editorial board member, experienced graduate school professor, trainer, and international keynote speaker, eminent speaker, guest speaker, inaugural speaker in Asia-Pacific such as Bangladesh, India, Indonesia, Nepal, Philippines, Pakistan, Thailand, Turkey, and Romania.
**Prof. Dr. Eugeni Osacar**

He is Professor at CETT-UB, Barcelona School of Tourism, Hospitality and Gastronomy, affiliated to the University of Barcelona. PhD of didactic social sciences and heritage at the University of Barcelona. He is research director at CETT. Also, he is the academic director (since its creation in 2015) of the UB Chair of Tourism, Hospitality and Gastronomy CETT, the first chair in tourism in the city of Barcelona, with the support of Barcelona City Council. In addition he is co-director of the CETT’s academic journal Tourism & Heritage Journal. His research activity is focused on cultural tourism and particularly on tourism and cinema. The past ten years he has participated as a speaker in more than thirty five international and national congresses, symposiums and seminars, and has also lead several projects regarding the topics mentioned previously. Concerning the cinema and tourism binomial, he has published five books (two of them translated to English), the most recent the second enlarged edition of “Barcelona, una ciudad de pelicula” (November 2018), 6 book chapters, a dozen of scientific and popular articles, and 15 digital guides.

**Dr. Saurabh Kumar Dixit**

Dr. Saurabh Kumar Dixit, Ph. D. is an Associate Professor and founding Head of the Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (Meghalaya), India. His research interests include Consumer Behavior, Gastronomic Tourism, and Experiential Management and Marketing in hospitality and tourism contexts. He has twelve books to his credit, including *The Routledge Handbook of Consumer Behavior in Hospitality and Tourism* (2017), *The Routledge Handbook of Gastronomic Tourism* (2019), and *The Routledge Handbook of Tourism Experience Management and Marketing* (2020) and *Tourism in Asian Cities* (2020). Presently he is editing *The Emerald Handbook of Luxury Management for Hospitality and Tourism* (2021) and *The Routledge Handbook of Wine Tourism* (2021) to be published in 2021. He is an editorial board member, active reviewer and guest editor of many international journals such as International Journal of Contemporary Hospitality Management, British Food Journal, Tourismos, Tourism Recreational Research, Anatolia, Journal of Global Scholars of Marketing Science: Bridging Asia and the World (JGSMS), Journal of Research in Interactive Marketing etc.

**Prof. Francisco Dias**

Francisco Dias holds a PhD degree in Tourism Science from the University of Perpignan, France. He is Professor in the Leiria Polytechnic, Diretor of the ART&TUR – International Tourism Film Festival and vice-president of the Centro de Portugal Film Commission. He was the founder and first presidente of EATSA - The Euro-Asia Tourism Studies Association. His is the creator and mister-mind of many international projects, such as the newest EATSA Art & Tourism Film Festival, the Favourite Destinations Worldwide research project, the International Conference on
Tourism Marketing and Destination Branding. Some of his studies have been published in several leading journals, such as Annals of Tourism Research, British Food Journal, Community Development and European Journal of Tourism Research.

Prof. Tsuyoshi Kigawa

Tsuyoshi KIGAWA is Professor of Faculty of Tourism, Wakayama University. He was born in Nishijin District of Kyoto, where is known as a district of Japanese film making. After graduating Kyoto Institute of Technology, he explored several countries, Sri lanka, China, and USA as an architect and studied urban morphology at University College London. After coming back Japan, he has carried out researches how distill narrative stories from local cities. He produced several short films as a producer and a director. Currently, he manages film festivals, Fukui Short Film Festival and Japan World's Tourism Film Festival as a general director.

Mr. Andreas Ewels

Mr. Andreas Ewels is a German filmmaker. Born in 1969, he studied in Cologne and Los Angeles. He has been producing documentary films since 1990. His work focuses on nature, travel and environmental films. He received numerous national and international awards for his work. He has been working for the well-known German TV broadcaster ZDF for 20 years. Ewels is also director of the international nature and travel film festival NATOURALE.

Ms Spomenka Saraga

Ms. Spomenka Saraga is Zagreb Tour film Festival’s director, a festival seated in Croatia’s capital. Film Producer, director, photographer, travel journalist, Jury member and an avid adventurer, Spomenka travels to the most exotic corners of the world. Her film experience, gained in the famous Jadran Film Studio - referred to at that time as European Hollywood – was won through holding highly responsible financial and production posts and making films together with famous directors, actors and other producers.

After that she founded her own company, BALDUČI FILM, producing many successful documentaries, feature and tourism promotional films. Spomenka has been awarded numerous prizes in Croatian and International Film Festivals and is a Member of the Croatian Association of Film Workers and the Croatian Producers Association.
Ms. Nádia Oliveira

Ms. Nádia Oliveira is the Executive Director of the recently launched EATSA Art & Tourism Film Festival, an initiative that aims to honour and celebrate creativity, innovation, and change initiatives for the regeneration of the tourism industry through a socially equitable, environmentally respectful, and economically sustainable model. Nádia has Bachelor’s in Marketing, a PG in Digital Marketing and a Masters in Sustainable Tourism Management. Having been from a young age exposed to the arts, namely through music, has given her a high of appreciation and sensitivity for “the beauty in things”.

Dr. Paramita Suklabaidya

Presently working with the School of Tourism and Hospitality Services Management (SOTHSM), IGNOU as an Associate Professor. An alumnus of Delhi University and Lucknow University, and completed her PhD from ITS, Lucknow University (2008). She started her career in the industry as a tour executive and her academic journey started in 1999 when she joined IGNOU as an academic Consultant. Since then worked as an Assistant professor with Tagore Arts College, Pondicherry, Banaras Hindu University (BHU) and IITTM Gwalior before re-joining IGNOU in 2008. She was a Member of the committee constituted by CBSE for revising the existing course curriculum on Travel and Tourism as well as a Member of the committee constituted by AICTE on National Vocational Education Qualification Framework (NVEQF) for various levels in the field of Tourism Sector. She has presented papers in more than 35 National and International Seminars and Conferences; and published 18 research papers in National and International Tourism Journals and co – authored chapters in three edited books as well as CBSE books on Tourism. Area of interest includes Crisis Management in Tourism, Tourism Marketing and SIT including Cruises and MICE – Event Management.

Mr. Rao Narender Yadav

Mr. Rao is a senior journalist, media trainer, storyteller and an avid traveller. He started his career with the Times of India and subsequently worked with several prominent organisations including UN agencies. He took a pioneering initiative in 2013 to popularise issue-based cinema in the country through Woodpecker International Film Festival (WIFF). Today, it is counted among the most respected and credible film festivals across the globe. Through his latest venture - India-Africa Today, Rao is also strengthening India-Africa relations by enhancing people-to-people connect and developing mutual respect & trust between Indians and Africans.
Conference Report

Executive Summary

The 11th India International Hotel Travel and Tourism Research Conference added a significant milestone in the evolution of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology. Due to the unprecedented times of COVID-19 crisis the Institute took the opportunity and organized the 11th edition of the conference virtually during 25th-27th, February 2021 focusing on the theme “Re-Strategizing Hospitality & Tourism: Through Food, Facilities & Films. Dr. Arvind K. Saraswati, Convener welcomed the delegates from twelve countries and across the three continents and the event was declared open by the Prof. R. K. Bhandari, President, IIHTTRC. He welcomed honorable Chief Guest Shri S.K. Misra (I.A.S.), Former Principal Secretary to the Hon’ble Prime Minister (India) and felicitated him with the Lifetime Achievement award for his outstanding contribution in Hospitality & Tourism Industry. Prof. Bhandari in his speech advocated the significant value, the research insights and thought leadership to the hospitality and tourism industry emergent from this innovative conference. The annual refereed Hospitality & Tourism Research Journal – “Indian Journal of Applied Hospitality & Tourism Research”, Vol. 13, (ISSN 0975- 4954), indexed in ISI, ISRA was released during the inauguration ceremony.

Shri S.K. Misra in his speech talked about the immense scope for developing rural and community based tourism in the country. He highlighted that even though dark clouds had gathered in the form of the pandemic, each challenge could be converted into an opportunity just like every cloud had a silver lining. He also encouraged the promotion of rural tourism through apt intervention of government in respect to integrated planning and development of basic infrastructural facilities while coordinating with various agencies. He concluded by accentuating the requirement of management strategies for the promotion of world heritage sites and laid emphasis on the Public-private partnership in this regards.

Prof. Cihan Cobanoglu from University of South Florida in his keynote speech on “The Role of Technology on Post COVID-19 Tourism World”, defined the era of tourism as “3.C” where C depicts Confidence. Dr. Cihan discussed the importance of confidence building among travelers
in post Covid Scenario. He presented various examples through which airlines, hotels, restaurants are trying to inculcate the feeling of being safe and secure amongst travelers in this pandemic time. He informed the use of air filters by airlines, thermal cameras and walk through health detectors used by hotels for guests along with flexi glass to provide a physical block, zapping germs by robotic technology used by event hotels, smart payment systems, as technological advancement introduced in the hospitality & tourism sector.

First Technical Session was held on the theme Re-designing Sustainable Development through "Vocal for Local" which was chaired by Dr. S.K Singh, COO, Amrapali Group of Institutions. Researcher and academicians shared their valuable contribution pertaining to the theme of the session.

Panel discussion on ‘Re-strategizing Tourism & Hospitality Facilities for the New Normal’ was organized on the very first day comprising of eminent panel members: Prof. Sudhir Andrews, Distinguished Professor, Thoughtful Leader & Author, India; Dr. Jenny Cave, Associate Professor, Swansea University, UK; Dr. Ali Afshar, Professor-Architectural Studies Eqbal Lahoori Institute of Higher Education, Iran; Dr. Enrico Panai, President, Euro Asia Tourism Studies Association, France; Dr. Yanki Hartijasti, Department of Management-Faculty of Economics and Business Universitas, Indonesia, which was moderated by Dr. Paramita Suklabaidya, Associate Professor, SOTHSM, IGNOU, India. The panel unanimously agreed for training and equipping local community, as well updating domestic destinations according to the expectations of domestic tourists in order to re-strategize tourism and hospitality facilities as per the new normal requirements. It was in the discussion that one has to learn from past errors, and have to always be curious and creative in thinking, whilst being ready to adapt with a bigger vision of getting benefits from the previous experiences. The new normal strategies not only emphasize on or around people, but must also reuse, reinvent and reinitiate facilities and facility providers. Startups in the form of new-projects, having an entrepreneurial mindset, outsourcing services, promoting remote-tourism, enrich the existing structures, focusing on doing better and emphasizing on health-security were few of the outcomes of the discussion. Panel members also advocated that industry in collaboration with academicians and media can lead to the gradual development of remote as well as urban tourism in the country as well at the global level.
Day two of the conference commenced with the keynote speech of Dr. Yanki Hartijasti from Universitas, Indonesia on “Tourism Amenities: Reviving Your Strategies in the New Normal”. She discussed a brief review on impact of Covid-19 pandemic on tourism industry in Indonesia. She stressed upon different amenities required to incorporate in the New Normal era, and acknowledged it as the need in behavior change. Amenities highlighted by Dr. Hartijasti in her speech were related to airlines, railways, highways, ferry, car and bus rental and theme parks in Indonesia. She emphasized on prioritizing domestic tourism, and following strict health protocols at all times. Also, she advocated the need of strong leadership to enforce control mechanism, provide commitment to collaborate with all stake holders and willingness to utilize digital technology at its par. She stressed upon being positive, staying productive and above all keeping oneself away from pandemic fatigue.

Another keynote speech of the day was delivered by Dr. Saurabh Kumar Dixit from North-Eastern Hill University, India. He emphasized upon the Role of Food in Promoting Tourism & Hospitality during & Post Covid. In his speech, he explained the importance of food as a key factor in the promotion of tourism opportunities for a destination. Dr. Saurabh highlighted that food is having a close connection with the natural and cultural traditions and it can be used as a means for marketing as well as promoting the local and indigenous culture of a destination. Incorporating food tourism products, motivators, dining preferences of tourists and through sustainable food tourism, a destination along with other attributes can be established as a remarkable food tourism destination.

Deliberations were made by researcher and academician during second Technical Sessions on ‘Re-strategizing Food & Food Service Businesses”, which was chaired by Dr. R.P.S. Kaurav. It was followed by third Technical Session focused upon “Re-defining Hospitality Education & Human Resource Relations”. This session was chaired by Dr. Nikhil Monga, LP University and views on human resource relations and hospitality education were shared and discussed in purview of the new normal.
Keynote speech was delivered by Dr. Enrico Panai, President EATSA on the third day of the conference on “Emerging Ethical Problems of AI in Tourism: How Independent Auditing can help to Reinforce Trust?” Dr. Panai highlighted that artificial intelligence can help finding the best path to succeed in a task and can help shape our Imaginary tourism experience. He also stressed upon the risks associated with AI namely the imaginary tourist bubble and tourism destination radicalization. He revealed that future tourism practices should use ethics to reduce reinforcement bias. Entering a new era of ethical development requires a lot of effort from the market to build better industrial awareness was his conclusive statement.

Dr. Eugeni Osacar, University of Barcelona presented another keynote speech focused on “Film Tourism as key factor for Destination Promotion”. Dr. Osacar specified that film tourism is a powerful modality that destinations have to highlight for their differentiation and visibility. From the marketing perspectives films can be used as a unique communication to promote a destination by depicting value based messages for the targeted audience. Film tourism should be used as a key factor for enhancing the tourism image, creating the film tourism offer and creating new segments while stimulating and motivating people to travel to a place. Promotional activities using film tourism will help in reinforcing the brand destination and help in stimulating the revival of tourism post the pandemic.

Third day of the Conference witnessed an interesting Panel discussion focusing on “The Role of Films in Promoting Tourism & Hospitality Industry during and Post Covid-19. The eminent panelists in the discussion comprised of Ms. Spomenka, Director, Zagreb Tourism Film Festival, Croatia; Ms Nadia Oliveria, Director EATSA ART & Tourism Film Festival, Portugal, Dr. Eugeni Osacar, Professor, University of Barcelona and Prof. Tsuyoshi Kigawa, Director Japan Tourism, Festival which was moderated by Mr. Rao Narender Yadav, Director, Woodpecker International Film Festival, India. The panel members agreed that safety is going to be the most important factor during the revival of hospitality and tourism industry and films can be used as a means for recovering tourism through building an emotional connect with the people to promote travel. Film based events and film festivals should be used for promoting destinations and reaching out to tourists showcasing their strategies of promoting sustainable tourism post the pandemic.
Panel Discussion was followed by fourth Technical Session of the conference on “Re-assessing Hospitality & Tourism Consumers and Marketing Strategies”, which was chaired by Dr. Subhashish Aditya Mishra, CT University. Deliberations were made by researcher and academician amidst the theme of the session. Conference was concluded with the closure report presented by Prof. R.K. Bhandari, President and vote of thanks extended by Dr. Arvind Kumar Saraswati, Convener of the conference.

**Detailed Report**

**DAY 1 (25, February 2021)**

The 11th India International Hotel Travel and Tourism Research Conference, added a significant milestone in the evolution of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology. Due to the unprecedented times of COVID-19 crisis the Institute took the opportunity and organized the event virtually from 25th February to 27th February focusing on the theme “Re-Strategizing Hospitality & Tourism: Through Food, Facilities & Films. The event was declared open by the convener of the conference, Dr. Arvind K. Saraswati who welcomed the Conference delegates from across twelve countries and three continents. He addressed the participants and delegates stating that the global pandemic of COVID-19 has presented new challenges as well as opportunities to the world bringing many new perspectives in sight. Professor R. K. Bhandari, President, India International Hotel Travel and Tourism Research Conference welcomed honorable Chief Guest Shri S.K. Misra, (I.A.S.), and Former Principal Secretary to the Hon’ble Prime Minister and felicitated him with the Lifetime Achievement award for his remarkable achievements and outstanding services. Professor Bhandari through his speech advocated that the research insights and thought leadership emergent from this innovative conference will be of significant value to the hospitality and tourism industry. The annual Hospitality & Tourism Research Journal – “Indian Journal of Applied Hospitality & Tourism Research”, Vol. 13, (ISSN 0975- 4954), indexed with ISRA was released during the inauguration ceremony.
Shri S.K. Misra in his speech informed the immense scope for developing rural and community based tourism in the country. He mentioned that unexplored rural areas should be developed keeping in mind the concept of sustainability. He emphasized the importance of domestic tourism at the moment and stated that rural tourism should be used as a means to promote local culture, heritage, fairs and festivals along with cuisine. Shri S.K. Mishra also mentioned that promoting rural tourism places a lot of responsibility on the state government with respect to integrated planning and development of basic infrastructural facilities while coordinating with various agencies. He concluded by accentuating the requirement of management plans for the promotion of world heritage sites and laid emphasis on the partnership between state and central government. He was very positive and highlighted that even though dark clouds had gathered in the form of the pandemic, each challenge could be converted into an opportunity just like every cloud had a silver lining.

Dr. Cihan Cobanoglu delivered the keynote speech on “The Role of Technology on Post COVID-19 Tourism World”. He defined the era of tourism as “3.C” where C depicts Confidence. Professor Cihan discussed that increasing the confidence in travellers towards travel is the need of the hour. He presented various cases through which airlines, hotels, restaurants were trying to inculcate the feeling of being safe and secure amongst travelers. Contactless technology and giving people the option to do with or without contact is the new normal. The use of air filters by airlines, thermal cameras and walk through health detectors used by hotels for guests along with flexi glass to provide a physical block, zapping germs by robotic technology used by event hotels, smart payment systems are a few areas where technology is introduced in the hospitality sector. He concluded his keynote speech by mentioning the fact that technology is going to replace humans in some of the jobs that cannot be automated whilst specifically highlighting that hospitality industry is seeing the creation of many new jobs that have never existed before.

Technical Session I: Re-designing Sustainable Development through "Vocal for Local".

Chairperson: Dr. S.K Singh

The theme of the technical session focuses on attainment of sustainability through supporting local businesses. In the travel and tourism sector, the same can be achieved by visiting unique
and less explored areas. One of the main advantage is the support and growth offered to micro, small and medium enterprises in the country through this campaign which will boost the economy, support the local artisans and help gain more knowledge about our own country.

Community Development via Tourism: A Case Study on Sunderbans Tiger Reserve, India

Ghosh, A., Tyagi, P. K. & Gupta, P.

Perception of locals towards tourism is a key factor in the sustainable development of a community. Due to the pandemic of COVID-19, locals of the Sunderbans area realized their dependency on tourism to sustain a comfortable life. The study depicts that tourism development has an overall affirmative influence on the local community at the empirical site of the study irrespective of any influence of gender. Though not completely devoid of the negative aspects associated with tourism development, the findings highlighted an increase in the cost of living with a rise in the crime rate and alcoholism amongst the local community.

Start-Up Entrepreneurship – Giving Wings to New Ideas

Singh, S. K.

The study reveals that startup entrepreneurship or a newly established business is identified as more encouraging and favorable rather than being employed in a job. Lot of proper planning and calculations have to be inculcated in the establishment of a business. Leadership qualities are quintessence for being a good and successful entrepreneur with apt industrial exposure required to hone skills and traits. Certain factors that can escalate the start-up process can be enumerated as technical knowledge, availability of capital and resources and presence of successful role models. On the other hand the start-up process is not free from barriers and challenges faced in the form of economic instability, social stigma and lack of proper business knowledge.

Corporate Social Responsibility in Hospitality Industry: Awareness and Perception of Hotel Employees

Sharma, A. & Singh, A.

Hotels pursue CSR activities (economic, environment, social and philanthropic) to comply with government rules and regulations but in a developing country like India, inculcating CSR
activities has a greater impact and relevance. Improving relationship with the local community members and gaining the loyalty of hotel guests are the key benefits reaped, consequently letting the hotels gain a competitive advantage in the market while enhancing their brand image. The study highlights that hotels being an integral part of the hospitality industry, are dependent on the environment and human resource for their operations thereby making corporate social responsibility an imperative aspect for bringing about a change in the society.

Food & Cultural Heritage of Coastal Odisha as Tourism Marketing Product

Chatterjee, A. & Mishra, R.

The study highlights that even though the coastal region of Odisha has many rich and unique experiences to offer to tourists, a lot of effort and planning is still needed to develop the unexplored and untouched areas. Inclusion of locals and authorities to spread awareness is a must for achieving the same. The art and craft along with the cuisine needs to be engineered effectively and promoted to attract tourists and promote the cultural heritage of coastal Odisha.

Changing Consumer Behaviour: A study in Hospitality

Kumar, S.

The changing consumer needs defines the future for any tourist product. The tourist product cannot & should not evolve without considering personal factors (like overall personality, attitude, motivation, and/or job profile); social factors (family, social class, and/or reference group); and situational factors (time, physical ambience, and/or peer pressure). The consumer need keeps changing over the time and can get influenced by external as well as internal factor and any tourist product must be presented in such a way that it is able to fulfil multiple consumer needs.

Panel Discussion-I

A panel discussion on ‘Re-strategizing Tourism & Hospitality Facilities for the New Normal’ took on 25th Feb, 2021 comprising of eminent panel members: Prof. Sudhir Andrews, Distinguished Professor, Thoughtful Leader & Author, India; Dr. Jenny Cave, Associate Professor, Swansea University, UK; Dr. Ali Afshar, Professor-Architectural Studies Eqbal
Lahoori Institute of Higher Education, Iran; Dr. Enrico Panai, President, Euro Asia Tourism Studies Association, France; Dr. Yanki Hartijasti, Department of Management-Faculty of Economics and Business Universitas, Indonesia, which was moderated by Dr. Paramita Suklabaidya, Associate Professor, SOTHSM, IGNOU, India. The panel unanimously agreed that in order to re-strategize tourism and hospitality facilities as per the new normal requirements, the first and foremost factor includes training and equipping local community, as well updating domestic destinations according to the expectations of domestic tourists. The panel stressed upon the fact that if as per New Normal needs and digitization standards, more involvement from younger generation is required, will the older generation be left out for prolonged adaptation? It was outlined during the discussion that we have to learn from past errors, and have to always be curious and creative in thinking, whilst being ready to adapt with a bigger vision of getting benefits from the previous experiences. The new normal strategies not only emphasize on or around people, but must also reuse, reinvent and reinitiate facilities and facility providers. Startups in the form of new-projects, having an entrepreneurial mindset, outsourcing services, promoting Remote-tourism, enrich the existing structures, focusing on doing better and not doing more while emphasizing on health-security being the need of the hour. Panel members also defined that tourism and hospitality industry in collaboration with academicians and media can lead to the gradual development of remote as well as urban tourism in the country as well at the global level.

**DAY 2 (26, February 2021)**

Dr. Yanki Hartijasti presented her keynote speech on “Tourism Amenities: Reviving Your Strategies in the New Normal”. In the beginning of her presentation, Ms. Hartijasti gave a quick review on impact of Covid-19 pandemic on tourism industry, specifically in Indonesia. She also stressed upon different amenities required to incorporate in the New Normal era, and acknowledged it as the need in behavior change. Amenities highlighted by Ms. Hartijasti in her presentation were related to airlines, railways, highways, ferry, car and bus rental and theme parks in Indonesia. She suggested prioritizing travelling domestically, and following strict health protocols at all times. Also, she advocated the need of strong leadership, to enforce control mechanism, provide commitment to collaborate with all stake holders and show willingness to
utilize digital technology at its par. She emphasized on being positive, staying productive and above all keeping oneself away from Pandemic Fatigue.

**Dr. Saurabh Kumar Dixit** delivered his keynote speech on the “**Role of Food in Promoting Tourism & Hospitality during & Post Covid**”. He explained the importance of food as a key factor in the promotion of tourism opportunities for a destination. Dr. Saurabh highlighted that food having a close connection with the natural and cultural traditions, can be used as a means for marketing as well as promoting the local and indigenous culture of a destination. Incorporating food tourism products, motivators, dining preferences of tourists and through sustainable food tourism, a destination along with other attributes can be established as a food tourism destination. The food products should be properly packaged and offered as a tourist attraction to the consumers who have to cooperate and closely connect with the producers for the competitive development of a destination.

**Technical Sessions II- Re-strategizing Food & Food Service Businesses**

**Chairperson: Dr. R.P.S. Kauray**

Breakdown of the pandemic led the hospitality industry look for new ways to stay responsive while retaining their true mission to serve. Shifts in the consumer behaviour with respect to more focus on health, safety, hygiene may be everlasting. To address these changes, food service businesses need to rethink their offerings to customers. Digitalization and technological advances have become the need of the hour. This technical session highlights the various initiatives and strategies that could be incorporated by food service organizations post the pandemic.

**A study on the Need of Incorporation of Probiotic Beverages in the Beverage Menu of Hotels**

**Dadha, M. K. & Khatri, D.**

Probiotic beverages have anti-diabetic, anti-allergic and anti-inflammatory properties. Customer preference is evolving with respect to more focus on health after the outbreak of COVID-19 and a change needs to be incorporated in hotel menus. Replacing the traditional taste oriented
beverages available in the hotel menus with the immunity boosting probiotic beverages requires spreading awareness and knowledge amongst the industry professionals to make them familiar with the therapeutic properties offered by the probiotic beverages.

**A Study on Consumer Attitudes about Food Safety and Trust for Information involved in Convenience Food**

*Yadav, D. & Rana, V.S.*

Convenient food products have become popular nowadays because of their cheap, tasty and nonperishable nature, moreover they are ready to use and can be consumed without further preparation. Artificial food additives was highlighted as a major factor of concern having an impact on the consumer attitude about the food safety of convenience foods. The study also depicted that books, internet and nutritionists are the reliable source of information for convenience food products. Since the pandemic of COVID 19 has raised concerns towards safe and nutritious food, food manufacturers should develop and promote the product highlighting the quality attributes of the same.

**Analyzing the impact of Websites on Consumers Food and Beverage Service Outlets selection**

*Vishwakarma, V. K. & Kumar, A.*

Website marketing has become the need of the hour since the modern day consumer prefers online marketing which makes it all the more important to have well designed websites that can attract potential consumers while retaining the old ones. The study stressed upon the features of a good website for influencing customer’s selection of food and beverage outlets and enumerated them as easy to understand language, ease of accessibility followed by the presence on Google map and providing appropriate product and price based information.

**Impact of post Covid-19 pandemic on Food Tourism in Delhi**

*Parmar, S.*

Holiday destinations are being selected because of the distinctive food and gastronomic experiences offered by them. The study reveals that the tourism and hospitality industry, must
work hand in hand to plan and redevise strategies in order to recover post pandemic since there is a change in the travelling habits and behaviour of the food tourists. The study focuses on understanding changes brought about in the food tourism business in the capital region of Delhi and depicts that development of tourist friendly packages to attract and encourage travellers needs to be emphasized upon for the metro capital to recover its tourism business.

**Environmental Implications of Food Waste: A case of Pahalgam (Kashmir)**

*Naikoo, M. N.*

For the economic growth in the valley of Pahalgam, hotels play a vital role. Contradictorily the consumption of a large amount of energy and generation of massive solid waste has become a major threat to the region. Even though hotels are making efforts to optimize and reduce the waste generation but lack of awareness amongst managers to reduce the food wastage along with consumer behaviour have been identified as major barriers in controlling the same. Incorporating waste reduction strategies along with the utilization of food waste to sustain the environment as well as increasing financial profits are a few factors of motivation for the hotel sector.

**TECHNICAL SESSION-III: Re-defining Hospitality Education & Human Resource Relations**

*Chairperson: Dr. Nikhil Monga*

Rethinking and re-strategizing the hospitality education system is significantly need of the time. Changing technology, guest demand and expectations leads to the necessity of dynamic curriculum, professional faculty, and a vibrant management. Also, this session highlighted the necessity to enhance HR relations and manage employee work life balance.

**Impact of Covid-19 on Job Satisfaction and Work Life Balance for Hospitality Sector**

*Misra, R. & Chatterjee, A.*

COVID 19 has major impact on employee satisfaction as well as work life balance. Human resource department policies and organizational support collectively can play major role in diminishing its effects. Also, employee engagement activities play a vital role in improving the morale of the employee and at the same time organization should come forward to enhance the concept of WLB and help them to defeat the effects of COVID 19.
An Analysis on Perception of Seafarer on their Work Life at Sea

Tripathi, R. & Rana, V. S.

Most of the seafarer employees are satisfied about the emergency procedures explained by the cruise company management and admitted that proper safety measures are also being taken by conducting the drill on various days of the months as planned by the captain of the ship and also the requirement of the sea law. Most of the employees enjoys working with different nationality people and get chance to learn their culture and language. The code of conduct of the cruise ships is also appreciated by a good number of respondents and the job satisfaction and description of the same is also ranked equally which is subsequently 4th and 5th. Working shift hours, carrier growth and monotonous food are the major concerns as indicated by the seafarers.

A study on knowledge of health benefits of red wine in common people

Ranjan, A.

Red wine is not only the best wine for consumers, but also the best alcohol overall. Based on the amounts of antioxidants present and the amount of resveratrol in red wine, it is proven to be the healthiest and most beneficial alcohol for consumers. One of the key takeaways and key factors that makes red wine more beneficial than other forms of alcohol, especially white wine, is during its production and fermentation process, the skin of the grape is used. Red wine is made with the skin of the red grapes, it automatically has more antioxidants, vitamins, and polyphenols than white wine. The main reason red wine is healthy, is because of resveratrol. Resveratrol has an abundance of wonderful health effects ranging from cardiovascular improvement to lowering risk for type 2 diabetes to helping ease depression. Not coincidentally though, most resveratrol is contained in the skin of the red grapes. So, if red wine wasn’t made using the skin, it most likely wouldn’t have nearly as many good attributes as it does.

A Study on Organizational commitment and job satisfaction of hotel employees

Bora, R. & Misra, S.

The hotel industry faces a constant setback of employee turnover. In order to save the organization from this challenge; organizations must look toward having a committed and
satisfied workforce. Committed and satisfied employees play a significant role in the service satisfaction of the guest, which ultimately leads to the profitability of the organization. Study on the issues of organization commitment and job satisfaction is the need of the hour, and the present study has been carried out to understand the relationship between organizational commitment and job satisfaction. Findings highlighted that there is no difference in the job satisfaction and organizational commitment between the operational and managerial level employees. This indicates that whether the employee is at the operational level or managerial level, they face identical working conditions in the hotels in Delhi.

**Communication strategies for reputation management: A review on effective strategies on destination in crisis.**

*Ashraf, F.*

Building reputation of a destination doesn’t have impact on the tourism alone. It attracts investments, human resource and help in build-up soft power for the country. Media strategies will help the destinations to have at least an impact on the destination’s reputation, when in crisis. Moreover, the way we communicate during the crisis has also an impact on the destination’s reputation. Internet play important role in communicating with the outside world and also gives power to tourists to share their experience at destination with other people through internet. Social media and Destination Management Organizations (DMOs) around the world can help in maintaining the reputation online.

Summarizing the session Dr. Nikhil Monga appreciated efforts of all the presenters and advised them to emphasize on framing methodology as per the need of attaining objectives for the research.

**DAY 3 (27, February 2021)**

Dr. Enrico Panai in his keynote speech on “Emerging Ethical Problems of AI in Tourism: How Independent Auditing can help to Reinforce Trust?” highlighted that artificial intelligence can help finding the best path to succeed in a task and can help shape our Imaginary tourism experience. He also highlighted the risks associated with AI namely the imaginary tourist bubble and tourism destination radicalization. Dr. Enrico revealed that future tourism
practices should use ethics to reduce reinforcement bias. Entering a new era of ethical development requires a lot of effort from the market to build better industrial awareness.

Dr. Eugeni Osacar, in his keynote speech on “Film Tourism as key factor for Destination Promotion” specified that film tourism is a powerful modality that destinations have to highlight for their differentiation and visibility. From the marketing perspectives films can be used as a unique communication to promote a destination by depicting value based messages for the targeted audience. Film tourism can be used as a key factor for enhancing the tourism image, creating the film tourism offer, creating new segments while stimulating and motivating people to travel to a place. Promotional activities using film tourism help in reinforcing the brand destination while helping in revival of tourism post the COVID-19 pandemic.

The third day of the Conference saw another interesting Panel discussion focusing on the theme “Role of Films in Promoting Tourism & Hospitality Industry during and Post Covid-19. The eminent panelists in the discussion comprised of Ms Spomenka, Director Zagreb Tourism, Tourism Film Festival, Croatia; Ms Nadia Oliveria, Director EATSA ART & Tourism Film Festival, Portugal, Dr. Eugeni Osacar, Professor- CETT-UB Barcelona, School of Tourism, Spain and Prof. Tsuyoshi Kigawa, Director Japan Tourism, Festival, Japan which was moderated by Mr. Rao Narender Yadav, Director, Woodpecker International Film Festival, India. The panel members agreed that safety is going to be the most important factor during the revival of hospitality and tourism industry and films can be used as a means for recovering tourism through building an emotional connect with the people to promote travel. Film based events and film festivals can be used for promoting destinations and reaching out to tourists showcasing their strategies of promoting sustainable tourism post the pandemic.

TECHNICAL SESSION-IV: Re-assessing Hospitality & Tourism Consumers & Marketing Strategies

Chairperson: Dr. Subhashish Aditya Mishra

The crisis caused by the COVID-19 has been of such extent that the drop-off in economic and tourist activity in most countries is generating an economic crisis with significant issues to address. So, it is needed to re-assessing hospitality and tourism consumers and marketing
strategies. This session evaluates the motivational factors to influx the customer perception towards industry.

**Analyzing the Relationship of Price Fairness with Customer Satisfaction and Customer Loyalty in Indian Hotel Industry**

*Kakkar, P. & Kumar, A.*

Price fairness is one of the important factors while evaluating customer satisfaction and customer loyalty but not the only factor. Customers give priority to service quality and service standards rather than pricing of the products and services. Pricing strategy is an important aspect in every business. Hotel operators should provide value for the services to the guest as for the price charged. The monetary value of the products does not matter after a certain extent. The match or mismatch between the perceived value and actual experience of the products and services may make or break the entire experience. Price can increase gradually but customers do not compromise with product/service quality.

**An empirical approach to investigate the impact of Innovative Practices on Customer Satisfaction and Loyalty in Quick Service Restaurants**

*Singh, R., Charak, N.S. & Sharma, P.*

To have long term success in quick service restaurants (QSR) industry it is necessary to build loyal consumers. Good food quality is identified as the important factor which impacts the impulse of innovative practices on customer satisfaction and loyalty. To be seen has having high quality food, a quick service restaurant needs to offer meals with fresh ingredients reasonably high-quality meals, and consistent delivery of food. In addition to this, Quick Service Restaurants operates in highly competitive and dynamic industry. To be successful, a given Quick service restaurants must monitor consumer expectations and desires so as to achieve customer satisfaction and retention.

**Re –Strategizing Hospitality and Tourism: Through Food, Facilities and Films**

*Bansal, A.*

Covid-19 forced people staying home, which has altered consumer buying patterns. And later panic buying and stocking of essentials take place, more people opting for home-cooked meals or canned food over restaurants and delivery. Travel restrictions impacting travel and tourism
and hospitality, avoiding luxury shopping to safeguard finances with markets falling, shopping online and through mobile devices. Moreover, each crisis leaves a long-term psychological impact on customers. Coronavirus is, by far, one of the biggest challenges this generation has faced, and its impacts will last in the years to come. The clinical trials for candidate vaccines have begun. But, for now, social distancing and remote work are the only solutions that can help people stay safe.

**Destination motivations through antecedents of Film-Induced Tourism: A study on outbound visitors of Lucknow**

*Singh, S.V., Arya, A. & Chauhan, A.*

The study recognizes six major factors (personalization, natural landscape, destination attraction, celebrity endorsement, status symbol, and accessibility) affecting film tourism motivators are significant and can be implied by the tour operators as a new segment. It has highlighted key aspects and introduced “accessibility” as a new construct that motivates people. In this context, to visit destinations the research findings also provide significant insights into travel agencies and DMO’s to formulate new marketing strategies towards film-induced tourists.

**Socio-Economic impact of Covid-19 on Hospitality Industry in Western Regions of India**

*Indra, S.R. & Siddiqui, Z.*

COVID is an unprecedented situation which has brought over-powered countries on their knees and tore apart industries that were booming exponentially, leaving a huge scar on the face of this earth which now needs to be healed up and recover from this horrifying experience. Also, COVID had a huge impact on the hospitality industry and the people within it that make this industry alive which has led to great losses, closures of big hotel brands, unemployment within the country, lack of revenue generated, etc.

**Yellow Journalism Is Hurdle for Tourism Influx: A Study of Kashmir Valley**

*Najar, P. A.*

The existence of sensationalism in the Valley has changed the perception of tourists significantly concerning the image of Kashmir as a sustainable and safe tourist destination. Tourists are mostly hypnotized by sensationalism that compels them to avoid Kashmir Valley for tourism.
Yellow Journalism or Sensationalism with its essence cum existence in Kashmir Valley being a conflict hit destination as well as its impact in generating the provocation and misconception in the mind of tourists. Influx of tourism is negatively impacted with activities of sensationalism when current insurgency incidents of Kashmir are linked and exaggerated with its earlier major incidents by journalists for their benefits and existence in the competition, than its negative impact on tourist influx becomes everlasting, if destination re-imaging and rebranding strategies are not availed by the tourism stakeholders.

Re-strategizing Hospitality and Tourism through Beer Tourism

Mangal, K.

The lockdown imposed in the view of Covid-19 had struck strongly which led the hospitality and tourism industry to be shut for more than 200 days. This has led all the hospitality professionals to think on their strategies on attracting the crowd to their locations and one such option identified is “Beer Tourism”. The basis of this is to connect beer and local attractions and create so called “beer packages”. A beer package is a specialist beer themed trip including trips to breweries, interesting pubs, festivals and beer tastings, perhaps linked to walking or other food related activities. There should be the scope to link beer to other attractions or products of interest to visitors, such as other local food specialties, particularly those which complement beer, for example cheese, meat, sausages or even chocolate.

Nature, Problems and Prospects of Community Based Tourism in Punjab

Singh, K., Gupta, D. & Kumar, J.

There are community-based tourism units in many rural tourist destinations of Punjab. Community based tourism and Rural tourism have become major part of developments in terms of social, physical, cultural and economic in that particular areas. Local Government promote community-based tourism as a means of increasing employment opportunities, generating foreign exchange, attracting development capital, increasing government revenue and enhancing economic independence. Punjab has many tourists’ sites having attractive heritage sites, rural sites, wetlands and religious places, which attract tourists from all over the world and has potential for becoming global tourist destination.
The session was concluded by Dr. Mishra, and in his highlights, he identifies tourism industry as one of the major contributing factors for enhancing GDP of a country. So, the stakeholders i.e., academicians and industrialists, has to work together and re-strategies all the standards and factors responsible uplift the industry again.

Conference was concluded with the closure report presented by Prof. R.K. Bhandari, President and vote of thanks extended by Dr. Arvind Kumar Saraswati, Convener of the conference.
Total Feedback Received - 91

**Specification** – Through online questionnaire

**Measurement** – 1-5 Likert Scale wherein 1 is low and 5 is high

**Institutional Participations:**
- Central University of Jammu
- Lovely Professional University
- Institute of Hotel and Tourism Management, M.D University, Rohtak
- Frankfinn Institute of Airhostess Training Pvt Ltd
- Galgotias University
- Suresh Gyan Vihar University, Jaipur
- Amity Institute of Travel and Tourism, Amity University Uttar Pradesh
- Banaras Hindu University
- IHM, Ranjita, Bhubaneswar
- Vatel Hotel and Tourism Business School
- C T University, Ludhiana
- CT University, Ludhiana
- Babu Banarsi Das University Lucknow
- IMS Unison University Dehradun
- IHTM MDU Rohtak
- Lovely Professional University
- CTU, LUDHIANA, PUNJAB
- Babu Banarasi Das University
- Sheila Raheja Institute of Hotel Management Mumbai
- CT university
- Ranjita Institute of Hotel Management
- University of jammu
- IHM, Pusa
- University of Jammu
- University of Jammu
- CT university
- NIT hamirpur
- Ajeenkya DY Patil University
Sinhgad Institute of Hotel management and Catering Technology Lonavala
Lovely Professional University Jalandhar Punjab
College of Vocational Studies (DU)
Suresh Gyan vihar University
KL University
Bharath Institute Of Higher Education And Research, Chennai
ICE College Of Hotel Management Pune
Amity University, Gurugram
Indian Culinary Institute, Noida
C T University, Ludhiana
Uttarakhand Open University
Lovely professional university
Hemvati Nandan Bahuguna Garhwal University, Srinagar Garhwal, Uttarakhand
CT University
Govt Degree College Tangmarg, Baramulla
MGV SPH College Of Hotel Management And Catering Technology, Nashik
Institute of Tourism and Hotel Management, Bundelkhand University Jhansi
Ajeenkya D Y Patil University School of Hotel Management
Baba Ghulam Shah Badshah University Rajouri.
Subhas Bose Institute of Hotel Management
MGV IHMCT, Nashik
Ajeenkya D Y Patil University
IIMT University Meerut
Pacific Institute of Hotel Management
Galgotias University Greater Noida
Vels Institute of Science Technology and Advanced Studies
Maharaja Agrasen University
Bharati Vidyapeeth College of Hotel and Tourism Management Studies
University of Sadat City
State Institute of Hotel Management, Jodhpur Rajasthan India
Ajeenkya D Y Patil University- School of Hotel Management
Jai hind college Mumbai
Taibah University
Asia pacific Institute of Management, Ahmedabad
IHM-A
Sister Nivedita University (Techno India Group)
Khalsa College of Management and Technology, Amritsar
DUF E, China
Paranaque City College
Divine Word College of Vigan
Sinhgad IHMCT, Lonavala
Chandigarh Group of Colleges
Arihant College of Arts, Commerce & Science Camp, Pune, 01
Dr. BMN College of Home Science
CES;s Dr. Arvind B. Telang IHM, ChinchwadPune.
SOHMCT, IIMT University Meerut
St Francis Institute of Hotel Management
Maharaja Agrasen University, District Solan, Himachal Pradesh
IHM Pusa, Delhi
RKDF University Ranchi
Suresh Gyan Vihar University, Jaipur
“Re-Strategizing Hospitality & Tourism: Through Food, Facilities & Films”

Sessions Attended
91 responses

- Panel Discussion 1: 25 (27.5%)
- Technical Session 1: 0 (0%)
- Technical Session 2: 0 (0%)
- Technical Session 3: 1 (1.1%)
- Panel Discussion 2: 65 (71.4%)
- Technical Session 4: 11 (12.1%)
- All Sessions including panel discussions: 91 responses

How helpful were the perspectives that our panelists/speakers shared during the online conference?
91 responses

- 1 (1%)
- 25 (27.5%)
- 65 (71.4%)

The presentation delivery system was stable and met the needs of the participants
91 responses

- 0 (0%)
- 0 (0%)
- 3 (3.3%)
- 20 (22%)
- 60 (65.9%)

The speaker/presenter(s) deliver thought clearly and understandably.
91 responses

- 0 (0%)
- 0 (0%)
- 3 (3.3%)
- 36 (39.9%)
- 53 (58.2%)
The pace of the conference was satisfactory.

Please rate the content of the slides/virtual aids:

Please rate your overall aspect of the activity on the basis of educational content
Proceedings of 11th India International Hotel, Travel & Tourism Research Conference

Please rate your overall aspect of the activity on the basis of quality of speaker/presenter
91 responses

Please rate your overall satisfaction with the format of the conference (i.e.-sessions/breakouts)
91 responses

Please rate to what extent was the presenter knowledgeable, organized and effective in his/her presentation
91 responses
## Conference Testimony

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Testimony</th>
</tr>
</thead>
<tbody>
<tr>
<td>Padma Bhushan Shri S.K. Misra, (I.A.S.), Former Principal Secretary to Prime Minister, India</td>
<td>Chief Guest</td>
<td>“thank you for inviting me to address the 11th India International Hotel, Travel &amp; Tourism Research Conference. The Conference was very well organized and all credit goes to your team. The subjects chosen for discussion covered all possible areas relating to tourism”</td>
</tr>
<tr>
<td>Dr. Cihan Cobanoglu, CHTP, McKibbon Endowed Chair &amp; Director of M3, University of South Florida, USA</td>
<td>Keynote Speaker</td>
<td>“it was a great pleasure to be a keynote speaker at IIHTTRC 2021. This was a great conference that connected involved academicians and industry professionals across the world, sharing genuine ideas and interesting research. I highly encourage future attendance”</td>
</tr>
<tr>
<td>Dr. Enrico Panai, Human Information Interaction Specialist &amp; AI Ethicist. Adjunct professor- Digital Humanities in the Department of Philosophy, University of Sassari, and President (Euro Asia Tourism Studies Association)</td>
<td>Keynote Speaker &amp; Panelist</td>
<td>“Creating strategies for the future of tourism and hospitality is a fundamental duty for academics in tourism research. In the panel discussion on &quot;Re-strategizing Tourism &amp; Hospitality Facilities for the New Normal&quot;, an interdisciplinary group attempted to highlight the possibilities and risks for after the covid 19 pandemics. As a philosopher, I could realize how a worldview generated each approach. How ethics is the driving force behind decisions initially and how ethics should be the tool for evaluation at the end of each process. The 11th India International Hotel, Travel &amp; Tourism Research Conference in New Delhi was a success of ideas and suggestions for the sector's future”</td>
</tr>
<tr>
<td>Dr. Ali Afsar, Professor - Architectural Studies, Eqbal Lahoori Institute of Higher Education, Iran</td>
<td>Panelist</td>
<td>&quot;11th India International Hotel Travel and Tourism Research Conference was very enjoyable and fruitful for me to attend it. Due to the Corona epidemic and despite the many problems that existed for holding an online conference, you and your colleagues were able to do the job and held a very high-quality conference with a high level of scientific dialogues and presentations. I wish you all success and I hope to be able to physically attend your conference in the coming years and to meet you all”</td>
</tr>
<tr>
<td>Dr. Dr. R.P.S. Kaurav, Assistant Professor-Marketing &amp; Tourism, Prestige Institute of Management, Gwalior</td>
<td>Session Chair</td>
<td>“enjoyed the conference thoroughly. It is seen that in Indian context most of the tourism-related conferences are presenting case studies (short story type) only... Whereas this conference has got a good number of empirical papers with sound methodologies. The participants were really participating, in terms of feedback also”</td>
</tr>
<tr>
<td>Dr. Subhashish Mishra, Associate Professor-SOHMAT, CT</td>
<td>Session Chair</td>
<td>“the 11th edition of India International Hotel, Travel &amp; Tourism Research Conference on “Re-Strategizing Hospitality &amp; Tourism: Through Food, Facilities &amp; Films” was a splendid”</td>
</tr>
<tr>
<td>university, Punjab</td>
<td>success. I greatly appreciate your efforts. The different topics you covered were outstanding. The eminent speakers were so friendly in the question answer session and all the attendees were much comfortable with this. And, the technical session part of the attendees was too interesting. All the attendees praised a lot about each session. Your arrangements are much appreciable. The online mode of the conference you have provided great ease to those living far off and considering pandemic time. The platform you choose was very excellent and uplifting. The overall arrangements including schedules were awesome. You have set new standards. I wish you more success ahead</td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>----------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Dr. Priyanka Sharma</td>
<td>“would like to congratulate for your fantastic conference and organization”</td>
<td></td>
</tr>
<tr>
<td>Ananya Ghosh</td>
<td>“it was such a pleasure attending IIHTT Research Conference 2021. Great content, Great speakers and Great Conference. Thank you for making this event possible for all of us to access such valuable information, especially during this Pandemic”</td>
<td></td>
</tr>
<tr>
<td>Ranjeeta Tripathy</td>
<td>“it is always been a pleasure to be part of conference organized by Banarasidas Chandiwala Group. The 11th IIHTTRC, was very well organized and was conducted on online mode. The sessions were indeed very professional and informative. My heartiest congratulations to all the organizing members of the conference and special thanks to Dr. Arvind kr. Saraswati for providing me the opportunity to be a part of this conference as an author. I wish to attend more such conference like these in future”</td>
<td></td>
</tr>
<tr>
<td>Priyadarshini Sheth</td>
<td>“the 11th IIHTTRC 2021 was very informative. Right from organizing the event to selection of speakers, very effort made by my team BCIHMCT was amazing. The conference also nurtured the information related to research. Overall great organization, great conference, great speakers. Thank you for making it possible for all of us to access such valuable information”</td>
<td></td>
</tr>
<tr>
<td>Aditya Sharma</td>
<td>“really Informative and engaging”</td>
<td></td>
</tr>
<tr>
<td>Ashima Chatterjee</td>
<td>“would like to be part of more such sessions”</td>
<td></td>
</tr>
<tr>
<td>Sankalp Parmar</td>
<td>“wonderful experience and feedbacks”</td>
<td></td>
</tr>
<tr>
<td>Faheem Ashraf</td>
<td>“overall the experience was good”</td>
<td></td>
</tr>
<tr>
<td>Rajesh Singh</td>
<td>Effective!</td>
<td></td>
</tr>
<tr>
<td>Deepti Yadav</td>
<td>“kindly organize more conference on convenience food if possible”</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Role</td>
<td>Feedback</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>RAHUL BORA</td>
<td>Paper Presenter</td>
<td>&quot;it was great!&quot;</td>
</tr>
<tr>
<td>Rahul Chowdhury</td>
<td>Paper Presenter</td>
<td>&quot;everything was great&quot;</td>
</tr>
<tr>
<td>Manzoor Nabi Naikoo</td>
<td>Paper Presenter</td>
<td>&quot;everything was satisfactory, thank you&quot;</td>
</tr>
<tr>
<td>Sai Krishna Singh</td>
<td>Paper Presenter</td>
<td>&quot;the conference was up to the mark&quot;</td>
</tr>
<tr>
<td>Renu</td>
<td>Attendee</td>
<td>&quot;it was a nice experience to attend this knowledgeable conference&quot;</td>
</tr>
<tr>
<td>Surabhi Mittra</td>
<td>Attendee</td>
<td>&quot;well conducted and executed&quot;</td>
</tr>
<tr>
<td>Piyush Sharma</td>
<td>Attendee</td>
<td>Perfect!</td>
</tr>
<tr>
<td>Partha Pratim Nath</td>
<td>Attendee</td>
<td>&quot;please organize more highly informative events like this&quot;</td>
</tr>
<tr>
<td>Avinash Chandra</td>
<td>Attendee</td>
<td>&quot;overall it was a great experience, only one thing I would like to recommend please arrange similar kind of conference in offline mode after the pandemic&quot;</td>
</tr>
<tr>
<td>Praveen Kumar Sharma</td>
<td>Attendee</td>
<td>&quot;everything was fine&quot;</td>
</tr>
<tr>
<td>Monalisa Pattanayak</td>
<td>Attendee</td>
<td>&quot;I learnt many new knowledge from this Webinar. Thanks to all&quot;</td>
</tr>
<tr>
<td>Dr.T.MILTON</td>
<td>Attendee</td>
<td>GOOD!</td>
</tr>
<tr>
<td>Rajeev Ranjan</td>
<td>Attendee</td>
<td>It was fantastic!</td>
</tr>
<tr>
<td>Swaty Sharma</td>
<td>Attendee</td>
<td>It was wonderful!</td>
</tr>
<tr>
<td>Manish Shrivastava</td>
<td>Attendee</td>
<td>&quot;you should do these kinds of things twice in a year. Very informative thanks a lot&quot;</td>
</tr>
<tr>
<td>Aman Kumar Gupta</td>
<td>Attendee</td>
<td>&quot;session was informative&quot;</td>
</tr>
<tr>
<td>Birendra Kishore Roy</td>
<td>Attendee</td>
<td>&quot;very Informative session&quot;</td>
</tr>
<tr>
<td>Niraj B Mokale</td>
<td>Attendee</td>
<td>&quot;wonderful session&quot;</td>
</tr>
<tr>
<td>Nirbhay Kumar</td>
<td>Attendee</td>
<td>&quot;very informative &amp; inclined towards society&quot;</td>
</tr>
<tr>
<td>Name</td>
<td>Role</td>
<td>Message</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Arun A.</td>
<td>Attendee</td>
<td>Well organized best wishes</td>
</tr>
<tr>
<td>Vikas Sharma</td>
<td>Attendee</td>
<td>&quot;Such a wonderful conference found I was in my life thanks BCIHMCT team&quot;</td>
</tr>
<tr>
<td>Dr. Yasser Moustafa Shehawy</td>
<td>Attendee</td>
<td>Congrats!!</td>
</tr>
<tr>
<td>Pranali Thorat</td>
<td>Attendee</td>
<td>&quot;everything was best&quot;</td>
</tr>
<tr>
<td>Krishna Kumar Mishra</td>
<td>Attendee</td>
<td>&quot;all discussions were helpful&quot;</td>
</tr>
<tr>
<td>Prof. Ruchita S. Chaudhari</td>
<td>Attendee</td>
<td>&quot;very informative session&quot;</td>
</tr>
<tr>
<td>Dr. Nitin Gupta</td>
<td>Attendee</td>
<td>&quot;it was really a knowledgeable session. Would be happy to join in future as well&quot;</td>
</tr>
<tr>
<td>Renu</td>
<td>Attendee</td>
<td>&quot;it was well managed online conference&quot;</td>
</tr>
<tr>
<td>Umang Bhartwal</td>
<td>Attendee</td>
<td>&quot;sessions on all the topics were impressive.&quot;</td>
</tr>
<tr>
<td>Nazia Choudhry</td>
<td>Attendee</td>
<td>&quot;thank you for putting your efforts great Conference&quot;</td>
</tr>
<tr>
<td>Kamaljeet Singh</td>
<td>Attendee</td>
<td>&quot;you organized very well.&quot;</td>
</tr>
<tr>
<td>Sandeep Saxena</td>
<td>Attendee</td>
<td>&quot;very nice session&quot;</td>
</tr>
<tr>
<td>Harshit Sharma</td>
<td>Attendee</td>
<td>&quot;all are Very Good&quot;</td>
</tr>
<tr>
<td>Kuldeep Singh Gour</td>
<td>Attendee</td>
<td>&quot;you should conduct this kind of work shop in twice in year it is very informative&quot;</td>
</tr>
<tr>
<td>Laxmi Todiwan</td>
<td>Attendee</td>
<td>&quot;it was well organized, the speakers and presenters were good&quot;</td>
</tr>
<tr>
<td>Maricar C. Tegero</td>
<td>Attendee</td>
<td>&quot;all the discussions were meaningful and timely relevant&quot;</td>
</tr>
<tr>
<td>Navin Gupta</td>
<td>Attendee</td>
<td>&quot;it was a good session&quot;</td>
</tr>
<tr>
<td>Parveen Mudgil</td>
<td>Attendee</td>
<td>&quot;all things were up to mark&quot;</td>
</tr>
</tbody>
</table>