

INTERNATIONAL CONFERENCE *on*

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Transforming Hospitality with AI & Tech: *Enhancing Operations, Sustainability & Guest experience.*

6TH & 7TH SEPTEMBER 2024 • SJIHMCT Palai



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SJIHMCT Palai: *The Host*

St. Joseph's Institute of Hotel Management and Catering Technology, Palai is South India's premier Institute established in 2010 providing AICTE-approved 4-year degree courses in the field of Hotel Management and catering Technology. St. Joseph's Institute of Hotel Management and Catering Technology has established partnerships and collaborations with various industry leaders and academic institutions. The Institute has executed MoUs for industry and academic partnerships with hotels such as Crowne Plaza, Le Meridian, CGH Group, Tamara Leisure & Experiences, Hyatt, Marriott and IHG Hotels and Resorts for better interference with the industry.

MoUs for academic partnership have also been executed with Emirates Academy UAE, COTHM, and Cyprus College of Tourism and Hotel Management. The Institute offers assured employment opportunities for graduates in Star Hotels, Cruise liners, Airlines, Railways, International & National Event Management, Multinational Companies and Hospitals. SJIHMCT Provides an environment conducive to learning and achieving the academic and professional aspirations of the students. We follow a strategic planning approach to development insisting on continuous improvement at all levels.



City of Glasgow College *Scotland: The Partner*

City of Glasgow College is truly a college on a global scale. Committed to providing world-class facilities, exceptional teaching, and strong links to industry. Ranked in the top two in the UK for WorldSkills, highlighting the very best in Technical and Professional education and composite overall number one in the Scottish sector for success in student attainment in combined Further and Higher Education. Delivers above-average success rates for students with over 90% of successful students progressing directly to further learning, apprenticeships, or employment.

Designed for 40,000 students, and since the pathfinder multi-college merger in 2010, has enabled over 100,000 graduates to acquire recognized qualifications and engage with employers, business, industry, and education partners to build a curriculum of over 2,000 professionally recognized courses from Access level to Degree level studies.

Transformed the delivery of college education in terms of physical estate, performance levels, and reach. The quality of learning and teaching is sector-leading and the twin site super campus development is heralding a new era in college education, representing a £228 million investment in tertiary education for Glasgow, Scotland, and beyond. This is the single largest college development in Europe, meticulously designed to offer state-of-the-art facilities and superb opportunities to students.



The first College in Scotland to receive the benchmark Investors in Innovation award, and the College has been awarded a 7-Diamond world ranking from the European Foundation for Quality Management (EFQM). The Diamond ranking is the highest level of recognition available, and the College has been ranked an impressive third in the world in EFQM's overall global benchmarking. As a 7-Diamond organisation, aims to 'Let Learning Flourish' through the inspiration, excellence, and innovation of sector-leading learning and teaching methods, and world-class facilities.

The Conference:

The hospitality industry is undergoing a profound transformation driven by advancements in technology. From streamlining operations to enhancing sustainability and guest experiences, the integration of technology has become indispensable. In light of this paradigm shift, we propose an international conference to explore the transformation of hospitality with tech-human collaboration and their impact on enhancing operations, sustainability, and guest experiences.

Objective:

The objective of this conference is to provide a platform for industry professionals, researchers, academicians, and practitioners to exchange insights, share best practices, and

discuss the latest innovations in leveraging technology and its collaboration with humans to transform various aspects of the hospitality industry. The outcomes of deliberations, debates and discussions on each topic and subtopic will be highlighted in the form of conference proceedings for the reference of stakeholders.

Conference Format:

The conference will feature keynote presentations, panel discussions, research paper presentations and networking opportunities. It will provide a platform for participants to learn from industry experts, share their experiences, and collaborate on innovative solutions to common challenges faced in the hospitality industry. The abstracts of all selected papers will be published in book with ISBN No.

Target Audience:

The conference targets hospitality & Tourism professionals, technology providers, researchers, educators, and students interested in exploring the intersection of hospitality, Tourism, Management and technology.

Themes for the Conference:

The conference will focus on the central theme of "Transforming Hospitality with Tech: Enhancing Operations, Sustainability, & Guest Experiences" with the following sub themes on which deliberations and presentations will take place. We invite the delegates to do paper presentations on any of the following sub themes mentioned below:

1. Importance of AI in the Hospitality & Tourism Industry

- 1.1. Automation and Robotics in Hospitality Operations especially in the core departments
- 1.2. Emerging trends in the tech-based Tourism
- 1.3. Data-Driven Decision-Making in Operations

2. Sustainability Initiatives:

- 2.1. Green Technologies for Sustainable Hospitality & Tourism Practices
- 2.2. Waste Reduction and Recycling Strategies
- 2.3. Use of tech assisted Eco-friendly practices in hospitality & Tourism

3. Enhancing Guest Experiences:

- 3.1. Personalization through Data Analytics and AI in Room Technology Trends
- 3.2. Augmented Reality and Virtual Experiences
- 3.3. Digital guest experiences

4. Digital Marketing and Distribution in the Hospitality Tourism Sector*

- 4.1. Social Media Strategies for Guest Engagement
- 4.2. Online Distribution Channels and Direct Booking Platforms
- 4.3. Reputation Management in the Digital Age**
- 4.4. Artificial Intelligence in Marketing

5. Smart Infrastructure Integration:

- a. Internet of Things (IoT) Applications for Smart Hotels and Resorts

6. Role of Hospitality HR & Learning Departments in:

- a. Employee Technology Readiness
- b. Employee Technology Acceptance
- c. Employee E-Learning

We cordially invite hospitality & Tourism professionals, technology providers, researchers, educators, to submit theoretical, empirical, applied, policy-oriented research papers and working research papers dealing with and related to the theme of the conference.

Guidelines for Abstract Submission:

Abstract of not more than 500 words should be submitted as an attachment in a word file. Abstracts will be peer reviewed by our research committee. The following information in the given format should be sent along with the abstract:

- *Name of the author and co-authors if any*
- *Designation*
- *Institution details*
- *Address and Email ID*
- *Contact Number*

Abstract should include Introduction, Methodology, Findings, Conclusion References and Keywords.

Last date for the submission of the abstract will be on 14th July 2024.

Guidelines for Full Paper Submission:

Full paper of the selected ones needs to be submitted on or before 14th Aug 2024.

The full paper must be accompanied by a Cover Letter which shall include the following details:

- *Full name(s) of the Authors/co-authors*
- *Institution/Organization/University*
- *Professional/ Educational Details*
- *Email address(s)*
- *Contact number*
- *Title of the Research Paper*

Article should be in Times New Roman 12-point font and double spaced. Main Title should be in full capitals, bold and centered 14 point font, Sub titles should be in sentence case, bold and 12 point font, Authors' names should be in small capitals and centered 10 point font, Footnotes should be in Times New Roman 10 point font.

All the contributions should be the original work of the contributors and should not have been submitted for consideration in any other Publication. Maximum plagiarism up to 10% is allowed, follow APA Style of referencing.

The paper should be typed in MS WORD format. The paper must be in single column layout with margins justified on both sides; **The full paper should be in Times New Roman 12-point font and needs to be emailed to**

events@sjhmct.ac.in.

For more details, contact:

The Convener, SJIHMCT Palai International Conference

+91 8593 86 76 76

Registration:

01) **Students (Indian Citizens)**

INR- 300/- per person

02) **Students (foreign Nationals)**

USD- 10/- person

03) **Research Scholars (Indian Citizens)**

INR- 400/- per person

04) **Faculty Members (Indian Citizens)**

INR -500/- Per person

05) **Research Scholars (Foreign Nationals)**

USD -20 /- per person

06) **Faculty Members (Foreign Nationals)**

USD- 25/- Per person

07) **Industry Professionals**

INR-500/- Per Person

REGISTER @



Accommodation Assistance:

SJIHMCT Palai, would be able to provide accommodation assistance for the delegates on a first come first serve basis subject to the availability of the Rooms during that time. However, details of the nearby accommodation facilities available could be shared with the candidates on request.

Invitation to Shape the Future:

The "Transforming Hospitality with Tech: Enhancing Operations, Sustainability, & Guest Experiences" conference aims to inspire collaboration, foster innovation, and drive positive change in the hospitality industry. We invite stakeholders from around the globe to join us in this endeavour to shape the future of hospitality through the integration of technology.



Guest of Honour:



MR. VITTORIO SANTORO

ITALY • Founder and CEO,
CAST Alimenti – The Italian Culinary School

Keynote Speaker:



DR. LUCIO PASCARELLI

ITALY • Former Global Head of ICT Operations
& Cybersecurity at the UN Refugee Agency

Distinguished Resource Faculty:

Sub-theme 1: AI in Hospitality & Tourism



MR. GIRISH PRABHU

INDIA • Co-founder & CEO of
Instio Experiences
Topic: Importance of AI in the
Hospitality & Tourism Industry



CHEF GARY MACLEAN

SCOTLAND • Scotland's National
Chef, Food Ambassador, Author,
MasterChef the Professionals Winner
2016 • Topic: Automation & Robotics in
Hospitality & Tourism Industry



DR. TONEY K. THOMAS

INDIA • Head, School of Tourism
Studies - MG University, Kottayam
Topic: Emerging trends in Tech
Based Tourism



MR. ROHIT HANGAL

INDIA • Director, Sphere
Travelmedia and Exhibitions Pvt. Ltd.
Topic: Data Driven Decision Making
Process in Hospitality & Tourism

Sub-theme 2: Enhancing Guest Experience



**MR. MUKUT
CHAKRAVARTI**

INDIA • CRME, CHDM • VP -
Development & Partnerships,
Tamara Leisure Experiences Pvt. Ltd.
Topic: Enhancing Guest Experience



**MR. SARAVANAN
DHANABALU**

INDIA • Area Manager -
South ITC Fortune Park Hotels
Topic: Personalization through data
Analytics in Room Technology Trends



**MR. FINO
BABU**

INDIA • General Manager
at InterContinental Hotels
Group (IHG®) Holiday Inn -
Kochi

Sub-theme 3: Social media strategies for Guest experience



MS. CHINNU JIMMY

INDIA • Manager, Digital Consulting – Marriott Digital Services, South Asia • Topic: Online Channels and Distribution System



DR. TIJO THOMAS

INDIA • Assistant Professor, School of Management and Business Studies, MG University, Kottayam, Kerala
Topic: Online Channels and Distribution System



MR. NIRANJAN KHATRI

INDIA • Former GM - ITC Welcomgroup, Founder at iSambhav
Topic: Green technology for Sustainable Hospitality



MR. RADHAKRISHNA SHENOI

INDIA • Assistant Vice President CGH Earth – Experience Hotels
Topic: Waste Reduction & Recycling

Sub-theme 5: Role of HR



MS. NISHA JOSE K. MANI

INDIA • Chairperson - K. M. Mani Centre for Budget Research
Topic: Role of HR & Learning Dept



MR. THOMAS EMMANUEL RAMAPURAM

INDIA • Associate Vice President, Fidelity National Financial
Topic: Employee Tech Readiness & Acceptance



MR. ADITYA MATA

TANZANIA • General Manager, Essque Hotels, Zanzibar • Visionary Hospitality Leader & Mentor
Topic: Employee E-learning Acceptance in Hotel Industry



MS. SUJATHA MADHAV CHANDRAN

INDIA • Head - Strategic Initiatives, Analytics @ECBO TCS- Info- Park- Kochi
Topic: AI in HR Management

Sub-theme 6: Smart Infrastructure Integration

Moderator



MR. SAM CHERIAN

INDIA • Managing Director, Schevaran Laboratories
Topic: Smart Infrastructure Integration



PROF. DR. SATHISH JAYARAM

INDIA • IDE@TOR, Edtech Innovator, Model Incubator • Topic: Smart Infrastructure Integration: Internet of Things (IoT) Applications for Smart Hotels and Resorts



MR. VINAY KUMAR SHETTY

INDIA • IFMA Certified Trainer | ISO Lead Tutor & Assessor | Product Trainer
Topic: IoT Integration



MS. CARLA GETHIN

SCOTLAND • Director of Business Partnerships at City of Glasgow College