

Conference Report

3rd Indian Hospitality Congress at Welcomgroup Graduate School of Hotel Administration – Manipal – Karnataka

Feb 26-27, 2010



The 3rd Indian Hospitality National Conference on “Hospitality & Tourism Management for 21st Century” was organized by the Welcomgroup Graduate School of Hotel Administration, Manipal University Manipal on 26th and 27th of February 2010. The two day conference aimed to provide a forum for academics, emerging researchers, policy-makers, industry practitioners, and destination management and marketing professionals to discuss and debate key issues on the burgeoning issue of ‘Hospitality & Tourism Management for 21st Century’. The conference focused on Hospitality & Tourism (to include health, sports, community, culinary, wine, cultural aspects, globalization, sustainability and development), Management, Education & Training, Higher Education & Development, Entrepreneurship/SMEs in Hospitality & Tourism, Marketing/Guest Relations Management, Research, Technology and Innovation, Infrastructure, Development and Sustainability

The inaugural ceremony of the conference was presided by Dr Saji Gopinath Director of T A Pai Management Institute (TAPMI) along with Prof.S C Bagri the President of Indian Hospitality Congress. The conference souvenir consisting of selected abstracts of

the papers of technical sessions was released in the inaugural ceremony. The Two Day annual conference comprised of four technical sessions which included 34 Research Papers from India and overseas (2 from USA, Wisconsin ,1 from Maldives) along with presentations from Industry experts, educationalist and students from various Hotel Management colleges on topics like incorporating Disaster Management in Hospitality curriculum, Importance of scholarship productivity in Tourism ,Green Hospitality the new mantra, Bringing revenue through International Tourism, Importance of industrial Training, Hospitality curriculum development, Scope for Entrepreneur with a case study on Captain Gopinath, Quality education in Tourism sector, Guest accommodation, Implication of Mycocin activity elaborated by various yeast. The keynote addresses across the four sessions were delivered by Prof. S.C Bagri, Dr. Prabhu Kumari Vanama, Mr. P.Vaid, Prof Parvadhavardhini Gopalakrishnan, Prof. R.K Bhandari and Mr. Ashish Dahiya

The papers presentations were planned as In Technical Session -1 Dr Potukuchi Thryambakam expressed his views with paper on 'India Tourism – Reaching New Heights in Globalization', followed by Eco Tourism in Bangladesh an appraisal of benefits to local communities and need for community based approach by Prof Sheikh Md. Monzurul Huq, Sustainable Tourism – Role of Hotels by Smita Guleria; Fun & food binding with tourism – A Case study of Varanasi by Dr Amit Kumar et al; Tourism Potential of Uttaranchal – a case study of Kumaun region by Dr Beena Narayan; Responsible Tourism the must for the changing world by Mrs Avits Khawas Gupta; Defining Medical Tourism – New Approaches by Vinay Raj Mothrravally; Destination Maharashtra unlocking niche tourism potential by Dr Y Patil & Lata S Patil; Cullinary Tourism an increasingly important sector in Indian Tourism by Gulshan Soni.

Technical Session II following papers were scheduled - Importance of industrial training as a program which is responsible to shape the mind of a young hotelier by Yean Fai Liu; Gap between the demand and supply of skills & knowledge between the educational channels & tourism intermediately at entry level by Nidhi Mahajan; Higher education & development by Dr. S.P Tayal; A study of the innovative decisions made by eminent tourism entrepreneur Captain Gopinath by Jyotirmoy Ghosh

Technical Session III encompassed of papers as under - Loyalty programs-a tool for sales & marketing by Aratrika Samanta; Implication of mycocin activity elaborated by various yeast genera associated with selected food and beverages towards food quality and safety by Payini Valsara; Significance of relationship marketing approaches in hospitality sector: a study of Uttarakhand state of India by Sandeep Lohani; Sustainability-hotel's new mantra by Ms. Shweta Prasanna; Guests accommodation selection : the view from the reception and room facilities offered by the hotels in India by Gulshan Soni; Benchmarking vis-a-vis service quality in budget hotels of Khajuraho by Dr. Saurabh Kumar Dixit; Customer dissatisfaction as a source of entrepreneurial opportunity- an overview in some well established hotel and food service business units. By Mrs. H.S Sethu; Extensive study of liqueurs and their popularity in five star hotels and bars across Mumbai by Nitigya Tripathi; Effect of various safety & security measures on overall customer satisfaction : a study of Indian hotel industry after 26/11 Mumbai attack by

Sandeep Malik ; A detailed study of functional planning & concepts for the various areas of food service facilities by Yashpal Negi

Session IV focused on multifarious aspects of industry like - A study on analyzing the status_quo and identifying the challenges faced by hospitality industry of Uttarakhand state-India by Prof S C Bagri, Prof Y.G Tharakan et al; Entrepreneurship of sme's in hospitality & tourism-their marketing for sustained management and guest relations by Satish K Beri.; Scope of implementation of carbon credits and clean development mechanism in hotels of Mumbai as a tool of profit and cost reduction by Siddhesh Kakani; Get media savvy and get known by Joy Neighbors; Indian hospitality industry in the arena of global village by Mr. Mahesh Kumar; Muscling advisory boards to achieve multifaceted strategic alliances by Damian Hanft; The green hospitality – how to impact the bottom line through ecology to economy derive from a human resources perspective by Jorely Mathew ; Significance of sense modality a study on the selection of food by children using sense modality by Aditya Kangukar; Food hygiene, safety & quality in hospitality industry by Alok Kumar; Perspectives on coverage of disaster management concerns in hospitality management educations in India by Parvadhavardhini Gopalakrishnan.

The two day conference concluded with valedictory function on 27th evening. The Registrar of Manipal University Dr.G.K Prabhu was the chief guest for the valedictory function were in Center for Excellence in Hospitality and Tourism Research (CEHTR) the First Hospitality Research online web portal was launched. Certificates were awarded to all the presenters and a Special Award for the Best Paper for student was awarded to Ms. ArwinWadia for the topic “Significance of Sense Modality: A study on Selection of Food by Children Using Sense Modality” from I.H.M Mumbai. In all the conference was a grand success. The Conference Director Prof. Y.G Tharakan delivered the note of thanks and presented the feedback of delegates which was indeed overwhelming.

Ashish Dahiya