‘When knowledge meets its advocacies, the environment is purified’

The global engagement first online conference with technical sessions, interviews, opinions and discussions around the topic ‘The Challenges Upfront and Future Prospective-Innovation, Entrepreneurship and Economic Policy’ through the parent platform at Amrapali Institute of Hotel Management, Haldwani as the 8th International conference took place on the 18th and 19th of December, 2020. The event welcomed education experts and representatives of the Lyceum of Philippines University, Manila, Malayasia and Nepal, educators from the Punjab University, Chandigarh University, Amity University, Noida and various other institutes as well as professionals from the Hotel Properties like the ITC Gurugram, Leela Hotels, The Oberois, Jaypee Group of Hotels and J W Mariott. The first day of the two days online event was a mind boosting experience where the audience was proliferated with multiple talks. A number of eminent speakers and personalities from various walks of life helped to share information on the present challenges and future resolutions.

The inauguration ceremony with obligations and reverence to the Goddess Saraswati and a welcome speech by the Dean Academics Prof. Prashant Sharma, Amrapali Group of Institutes was set into focus through the earnest and inquisitive eyes wanting to know all about COVID 19 challenges and resolutions. The participants and guests were anticipating some nascent, if not permanent, a temporary solution to the effect of pandemic on the hospitality sector. The Amrapali Institute of Hotel Management is a pioneering institute training students as hospitality personals and with the pandemic hitting the Hospitality Industry the conference holds special significance. The eminent guests with Prof. Ma Christina G Aquino as the Chairperson, Tourism Industry Board Foundation Inc, (TIBFI) Associate Board member, HRAP- Secretary/Board Member-THE-ICE, Dr. Kandappan Balasubramanian, Professor, School of
Hospitality, Tourism and Events - Faculty of Social Sciences and Leisure Management
(FSLM), Taylor's University, Malaysia, Dr Lilibeth C Argon, Dr Linn Zwibek, Dr Alok Kumar, Dr. Arleen Lozda , provided ample knowledge to face the pandemic’s after effects and help the hospitality industry bounce back with more thoughtful innovation than ever before.

The CMI thought to initiate the conference reviews by Prof. Kandappan Balasubramanayan, who stressed on resilience through collaborative efforts while keeping transparency in mind, was the prime feature of the first technical session. He acknowledged the change in dogma from competitive spirit to a collaborative one for the proper enhancement of hospitality sector as the world shifts from total close to partial technology based opening under the pandemic. The Chairperson Dr. Lilibeth revitalized the thought of the service sector as a provider of the intangibles that makes it more challenging with the existing one. Her insights on new trends and brand loyalty and price sensitivity, the role of OTA’s post COVID, health measurements and the predictions that yearning for safe socializing will be a future trend, are a part of the great learning. Dr Lynn Zwibek threw new thoughts altogether with the requirement of a watch on the happenings around. With the sudden calamity as a deadly pandemic, the fact that the customer will be more conscious and responsible is an addition to the present sustainability concept is the ultimate truth. The first round of discussions also brought to the front many new revelations by Ms Lynn Zwibek who emphasized on OTA’s right from the year 1996 onwards. With more demand accountability and awareness by customers, the requirement is to understand the customer and follow their demands for best establishment of the hospitality sector. The talk was continued by Dr Samir Thapa who virtually took the audience to the Everest trail and reflected some prospects to harness nature and bring in hospitality through it. The tantalizing idea of Himalayan Tourism as untouched circuit and Sherpas as backbone of Himalayan Tourism provided by Mr Sameer Thapa did appear as a bud of hope from the frozen hopeless thoughts of COVID 19 impacts as new areas to be harnessed for safe tourism. After the lucrative positive talk by Mr Samir Thapa, Prof. Nimit Chaudhary reminded the audience of the past peak performances of India in Global Tourism and how it crashed during the COVID phase and that now it has appeared as a huge challenge questioning the direction of reestablishment. He highlighted the situation as ‘Health Crisis’ not just ‘Tourism Crisis’ and stressed on ways to harness sustainable competition. He advocated the need to remain aware for a focused come back during the pandemic itself.

The Session Chair to the first Technical Session, Professor Raziff Jamaluddin and the expert Dr Neeraj Aggarwal added to the inlay of collaborative technology for better performance in the near future. They emphasized on work with coordination and cooperation and suggested an exit from the competitive trend for better achievements. Dr Alok Kumar, Ms. Arlene L. Ong, Michael Bhobet B. Baluyot, Ms. Dolly Dhamija, Dr. Brijesh Kumar presented their research findings during this session. They enhanced the knowledge of the audience with respect to smart technology driven destinations, Filipino cruise destinations, role of social media in deciding the destinations and prospects of developing river cruise in Delhi.

Dr Anish Salath, The Chair Session and the Expert Dr Ajit Bansal for the second Technical Session, professed on the need to remodel the syllabus in Hospitality Institutes with the requirement of the industry inducing awareness towards hygiene as a part of learning for better preparation of the students. During the beneficial session the researchers Mr. Sujay Vikram Kumar, Dr.Harish Chandra Joshi, Dr. Akhilesh Singh, Ms. Komal Dharmwal, Dr. E. Devabalane, Mr Ankit Dambhare, Mr. Deepak Kanwal, Mr Chandan Dashoni dissected each area of hospitality that has a direct or indirect bearing to the industry and provided productive interactive learning. The syllabus, health protocols, the remote tourism to green and global tourism aspects, AI and technologically robust gadgets as means of safe communication to boost the industry were discussed through the rich resources provided by the participants.

The second day of the conference was soaked with more learning sessions and panel discussion. Eco tourism, global health issues, awareness about health, COVID 19 protocols and many new revival systems for the hospitality industry were the talks of the event. Motivational and behavior awareness on how customers and corporations will view lifestyle pursuits and experiences in the years to come was also the focus of discussion to make the students aware of the situation. There were interview sessions and panel discussions with Prof S K Singh, COO, Amrapali Institute of Hotel Management, Haldwani as the moderator. The panelist Mr Gurmeet expounded on the thought of customer demand while Mr Manish Rathore brought to the front the viable techniques to keep the Industry moving. At the same time Prof Yashpal Negi threw some light on how the rich human resource pool has returned home in Uttarakhand and is enhancing the prospects for regional tourism. Prof. Pranshu Chomplay complied with the need of stability in domestic tourism and expressed his concern on the tourism and hospitality in the metropolitan cities, the capital and NCR. Mr. Manish Rathore gave a positive futuristic hope with motivation encouraging students to rely on long term goals.

 The online presence of the CEO Amrapali Group of Institutes, Prof. Sanjay Dhingra was a great encouragement to the entire team followed by formal thanks giving by the COO, Prof. S K Singh. The administration, educators, guest, faculty, staff and students were duly acknowledged by him along with Mr. Mahendra Singh Negi the organizer of the event. Special thanks was also extended to Aaharways, the leading food catering and hospitality media, Silver line School of Hotel Management and LPU that supported the Institute for the conference.

The event welcomed education experts and representatives of diverse nations to deliberate on the conference. The experts at various sessions with the researchers and panelists gave promising hopes for the future of the Hospitality Industry. The integration of the technology with hospitality as AI and machine learning and focus on the green global environment together with the awareness of health and hygiene are the basic requirements to spur consumer confidence. Hospitality will definitely bounce back after some time but the paradigm shift of mindsets will have to be acknowledged and kindled among the hospitality professionals; a work that can be ensured only through the educators.