



Directorate of Outcome
Outcome Report (Event/Activity Organized @ AUH)

1. General Information

Date: 18/02/2022 (10AM-12PM)

Event Type: Alumni Panel Discussion

Event Title: Alumni Panel Discussion on 'Hospitality & Tourism Industry Expectations Post Covid-19 Pandemic'

Event Theme: Hospitality & Tourism Industry Expectations Post Covid-19 Pandemic

Venue: MS Team

Web/Video Link of the Event:

https://amityedu96491.sharepoint.com/sites/AmitySchoolofHospitality/Shared%20Documents/General/Recordings/Meeting%20in%20_General_-20220218_101610-Meeting%20Recording.mp4?web=1

Organized by: Amity School of Hospitality (ASH)

In collaboration with: None

Event Level: Institutional

Student Participation*: No. of Students from AUH (Course wise):- 60 (BHM-40 & BTTM-20)

Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- 11 (ASH)

Participation from outside AUH*: No. of Students & Faculty Members- NIL

(Enclose attendance sheets in given format)

Event Coordinator(s) with designation:

1. Dr. Kunal Seth – HOD & Professor
2. Mr. Vinod Kumar Chauhan – Assistant Professor

Details of Expert/Speaker/Resource Person/Judge:

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1	India	Ms. Sneha Singh	Truffle Nation Premium Baking School, Saket, New Delhi	Bakery Assistant Chef & Creative Head	Bakery & Confectionery	7303181853			Bakery & Confectionery	ASH
2	India	Mr. Siddharth Kohli	Cake Merchant	Founder/Owner	Bakery & Confectionery	9990153989			Bakery & Confectionery	ASH
3	India	Mr. Abhinav Malhotra	Red Coral Travel Experiences	Reservations Executive	Travel & Tourism	9643941007			Travel & Tourism	ASH
4	India	Mr. Vikas Kant Kushwaha	Travel Raasta	Founder/Owner	Travel & Tourism	8353900401			Travel & Tourism	ASH

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph): The criteria was to invite working & self-employed cum entrepreneur ASH Alumni to explain hospitality & tourism industry expectations post covid-19 pandemic.

Were the guest known in advance and if yes, from what previous interaction (Write a paragraph)? All the resource persons were ASH Alumni.

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.	Intangible			
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Intangible			
c) Collaboration for Funded Projects	Intangible			
2. Outcome related to Industry Connect				
a) Placement	Intangible			
b) Collaborations for Research Papers	Intangible			
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	Intangible			
d) Collaboration for Funded Projects	Intangible			
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene	Intangible			
b) Benefit to society in terms of Education	Intangible			
4. Outcome related to Students Learning & Grooming				
The ASH students learnt about the hospitality & tourism industry expectations post covid-19 pandemic.				
5. Any other - NIL				

3. Event Report along with glimpses of the event (Photographs)

3.1 General Introduction of the Event -

ASH invited its 4 Alumni as guest speakers/resource persons (details provided above) to conduct Alumni Panel Discussion on 'Hospitality & Tourism Industry Expectations Post Covid-19 Pandemic'. They mentioned that the covid-19 pandemic has hit the hospitality and tourism industry severely. Restaurants, hotels and event venues stood empty for almost two years to prevent the spread of covid-19. Due to travel restrictions and safety regulations, many hospitality and tourism organizations have had a hard time running their businesses, opting to survive in the market rather than aim to make a profit. However, the harsh influence of covid-19 seems to be fading away. With the wide availability of covid-19 vaccines and more people getting vaccinated, the hospitality and tourism industry is heading toward the end of a dark tunnel. Even though many hospitality and tourism organizations are seeing a new surge in demand, the operating environment cannot be the same as before covid-19. Hospitality and tourism organizations need to reshape the customer experience and find strategies to engage with customers as we go through financial resilience and experience a new norm of travel post covid-19. People are more likely to travel after experiencing almost two years-long social restrictions, canceled trips and postponed events. However, not all countries apply the same regulations for international tourists. Because each country has different restrictions for even fully vaccinated people, there has been an uptick in domestic travel and drive-to destinations. People also opt for traveling by car instead of taking a plane; thus, higher interest in local tourism is expected. Future industry leaders in the hospitality and tourism industry need to know how we can create authentic, unique and memorable customer experiences to attract demand. In this rapidly changing industry, digital transformation has been at the forefront of service delivery procedures. For instance, mobile check-ins at hotels and digital menus in restaurants became the norm after covid-19. Hotels, restaurants, event venues and tourism organizations will need to re-evaluate their use of technology

and embrace advanced technologies to enhance people's experiences such as digital concierge, welcoming apps, virtual reality and service robots. At the same time, as technology cannot perform what customers want precisely, hospitality and tourism organizations need to find a balance to offer high-tech yet high-touch services.

3.2 Inspiration & Objectives of the Event - To make ASH Students aware about the hospitality & tourism industry expectations post covid-19 pandemic.

3.3 Brief about the address/talk of speakers - mentioned in the 'General Introduction of the Event'.

3.4 'Take Homes' for the Guest and Attendees - The attendees learnt about the hospitality & tourism industry expectations post covid-19 pandemic & the guest speakers/resource persons expressed their interest in delivering more of such expert talks in future.

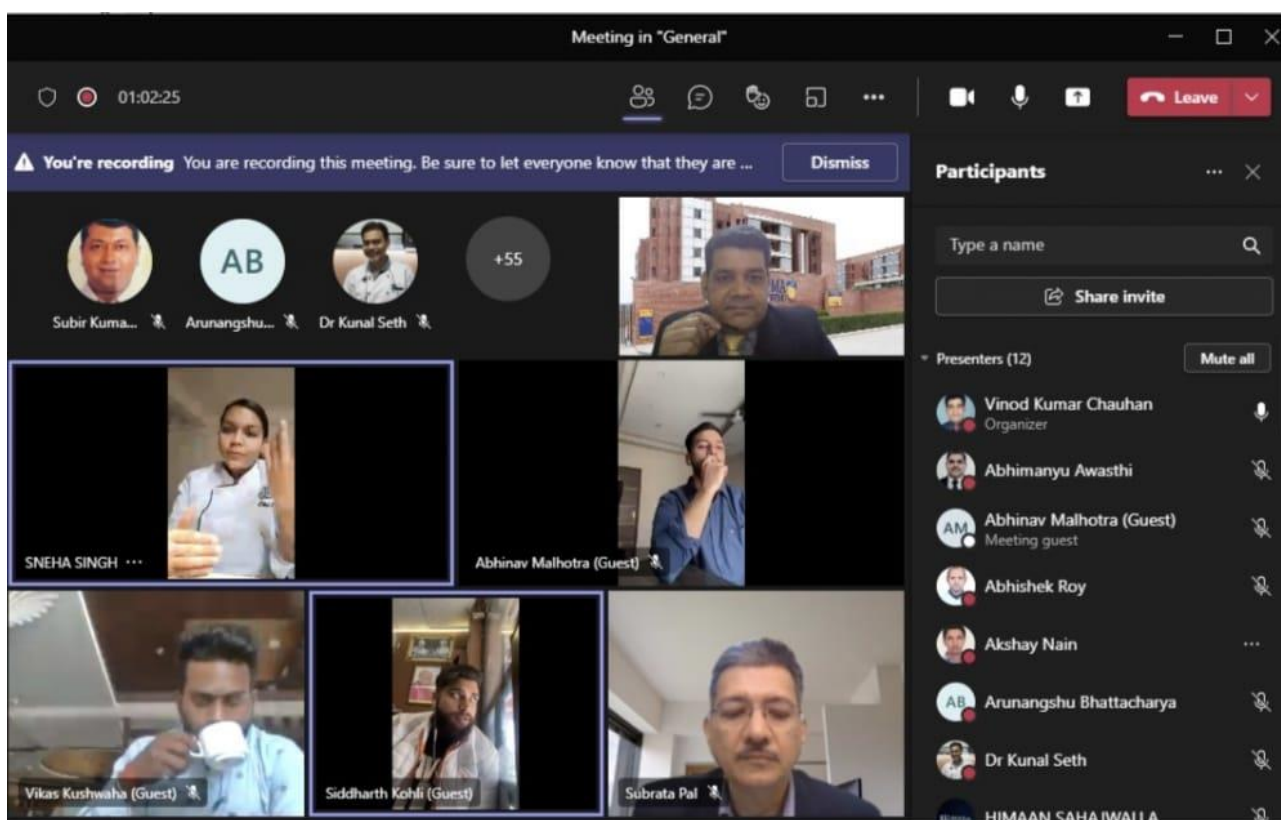
3.5 Future plan for utilizing the contacts developed with the Invited Guests - ASH will invite the guest speakers/resource persons more frequently to impart more of such knowledgeable & insightful talks.

3.6 Budget of the Event (Budget Sanctioned, Total Expenditure & Revenue Generated) - NIL

3.7 Details of Awards if Any: NIL

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.8 Photographs with caption (also share high resolution JPEG files of photographs)



3.9 Scanned copy of attendance sheets

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Signature of the DOO Coordinator