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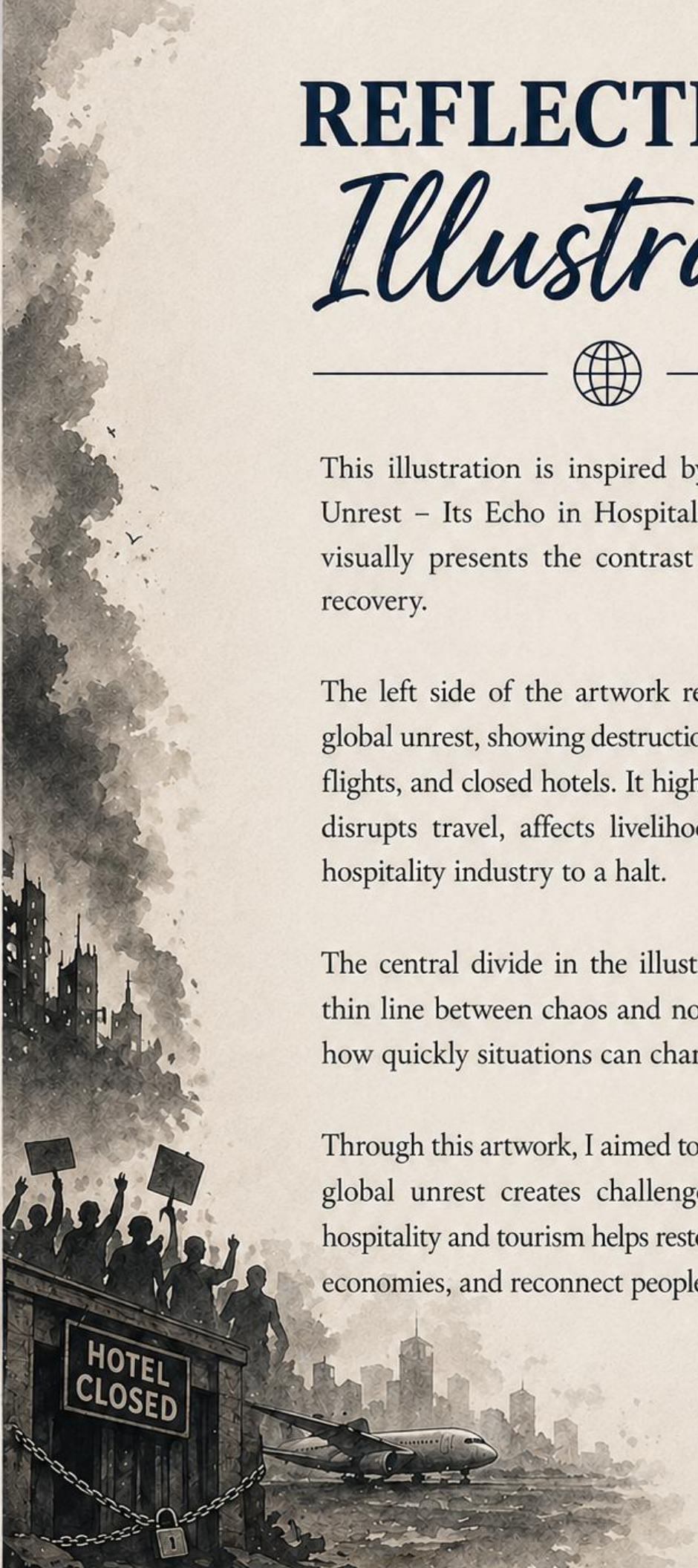
YUVA

[The Essence of Hospitality]

Volume 10 | Issue 1



REFLECTION OF *Illustrator*



This illustration is inspired by the theme 'Global Unrest – Its Echo in Hospitality and Tourism.' It visually presents the contrast between crisis and recovery.

The left side of the artwork reflects the impact of global unrest, showing destruction, protests, grounded flights, and closed hotels. It highlights how instability disrupts travel, affects livelihoods, and brings the hospitality industry to a halt.

The central divide in the illustration represents the thin line between chaos and normalcy, emphasizing how quickly situations can change.

Through this artwork, I aimed to convey that although global unrest creates challenges, the resilience of hospitality and tourism helps restore movement, rebuild economies, and reconnect people across the world.

Message from the Editor-in-Chief



In our rapidly shifting world, global unrest is no longer a distant headline; it is a shared reality that deeply impacts industries rooted in stability and human connection. *"Global Unrest – Its Echo in Hospitality and Tourism"* explores how conflict and disruption test the boundaries of a fundamentally people-centric profession.

Through a rich tapestry of essays and creative expressions, we highlight both the profound challenges and the unyielding spirit of the hospitality sector. While crises can halt movement and breed uncertainty, they also reveal a remarkable capacity to adapt, innovate, and persevere.

This edition challenges us to reflect on the undeniable link between peace and progress. It is a powerful reminder that at its core, hospitality isn't just about service. It is about actively rebuilding trust, fostering unity, and carving out spaces of hope in uncertain times.

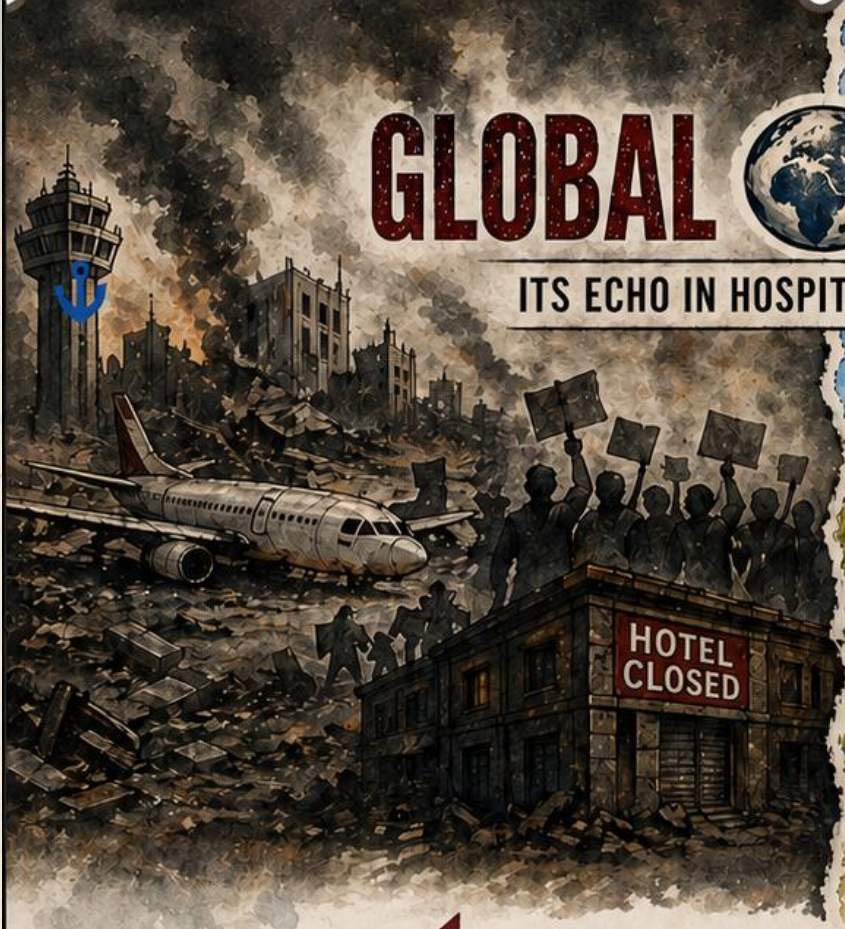
A heartfelt thank you to all our contributors for sharing your invaluable perspectives and creativity.

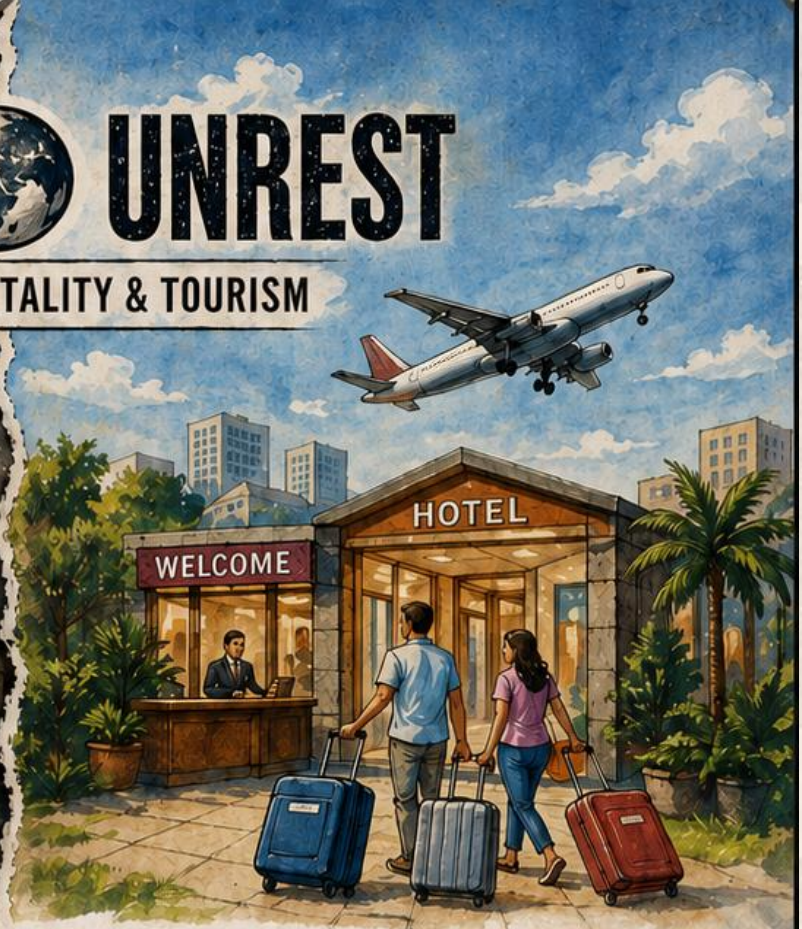
Best Wishes,

Prof. R. K. Bhandari
(Editor-in-Chief)

GLOBAL UNREST

ITS ECHO IN HOSPITALITY & TOURISM





MISSION STATEMENT

"To showcase Global Unrest and its echo in Hospitality & Tourism, highlighting the challenges, resilience, and the path to recovery, while promoting peace, unity, and sustainable growth in the global tourism industry."

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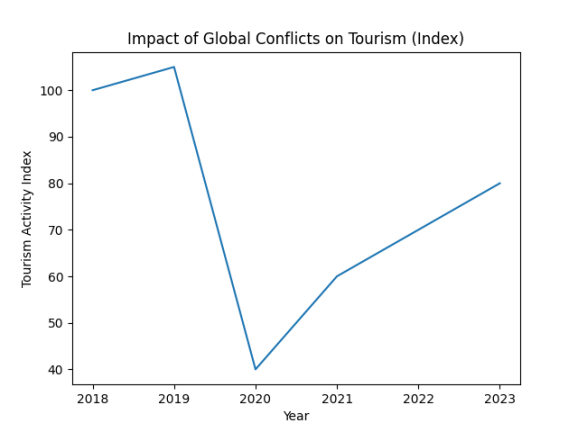
A WORLD IN TRANSITION:

GLOBAL UNREST AND ITS RIPPLE EFFECT ON HOSPITALITY AND TOURISM

-BY HARMAN KAUR (4th Year)

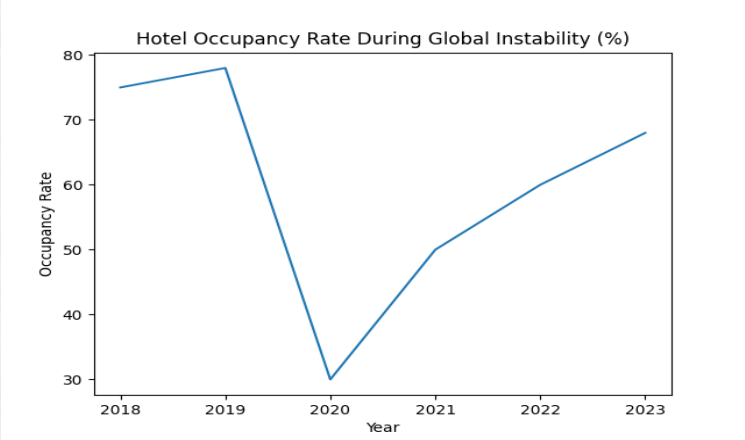
The modern world is experiencing a period of rapid transition, marked by geopolitical tensions, wars, and economic instability. Conflicts across different regions have significantly influenced global travel patterns. These disturbances affect not only political and economic systems but also industries that rely on international mobility, particularly hospitality and tourism. As travel is deeply connected to peace, stability, and consumer confidence, even regional unrest can create global ripple effects.

Global mobility forms the backbone of tourism and hospitality. When conflicts arise, travel advisories and security concerns lead to a decline in tourist movement. Airlines reduce routes, travelers postpone vacations, and hotels experience falling occupancy rates. Such disruptions directly impact revenue streams and local economies dependent on tourism.



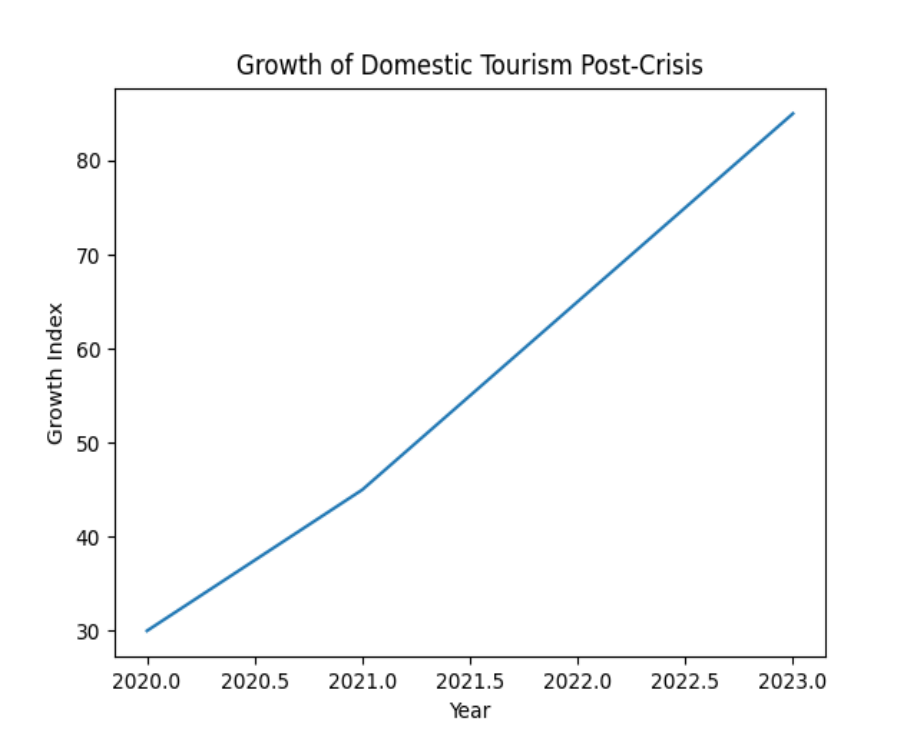
The hospitality sector is highly sensitive to global unrest because it depends on international and domestic travel demand. Luxury tourism and large-scale events such as conferences and exhibitions are often postponed during times of uncertainty. This results in financial losses for hotels, restaurants, and associated service providers.

Economic consequences extend beyond reduced travel. The tourism industry generates millions of jobs worldwide. During prolonged instability, businesses may reduce staff or freeze recruitment, leading to unemployment and financial hardship. Supply chains supporting hospitality operations also face disruption, increasing operational costs.



Despite these challenges, the hospitality industry demonstrates resilience through innovation and adaptation. Many destinations promote domestic tourism and adopt digital solutions such as contactless check-ins and flexible booking policies. Crisis management strategies and sustainable tourism practices are becoming essential for long-term stability.

In conclusion, global unrest continues to reshape hospitality and tourism worldwide. While wars and instability disrupt global mobility and economic stability, the industry's ability to adapt and innovate ensures its gradual recovery and transformation in a changing world.



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RESTORING GUEST CONFIDENCE: SECURITY AS A SERVICE-BUILDING TRUST IN UNCERTAIN TIMES

-BY NISHANT GARG (4th Year)

In today's unpredictable global environment, restoring guest confidence has become a central priority for service-oriented industries, particularly tourism and hospitality. The concept of "*Security as a Service*" has emerged as a comprehensive approach to addressing evolving customer expectations by embedding safety, flexibility, and transparency into service delivery. In uncertain times, guests are not only seeking quality experiences but also assurance that their well-being, investments, and trust are protected.

A key dimension of restoring guest confidence lies in the implementation of enhanced safety measures. Modern guests are highly conscious of health, hygiene, and security risks, making visible and effective safety protocols a critical determinant of their decision-making. Hotels, airlines, and wellness retreats have increasingly adopted contactless technologies, rigorous sanitation procedures, and health monitoring systems to minimize risks. These measures are not only functional but also symbolic, signaling an organization's commitment to guest welfare. According to Shin and Kang (2020), perceived cleanliness and safety significantly influence customer satisfaction and behavioural intentions, particularly during periods of crisis. Thus, safety measures act as both a protective mechanism and a trust-building tool.

In addition to safety, flexible booking policies play a vital role in reducing uncertainty and encouraging customer engagement. Travelers today face unpredictable circumstances, including sudden travel restrictions or personal contingencies, which can disrupt plans. By offering options such as free cancellations, date modifications, and refund assurances, organizations reduce the perceived financial and psychological risks associated with booking decisions. Jiang and Wen (2020) emphasize that flexibility in service offerings enhances customer loyalty and perceived value, especially in times of crisis. This flexibility is particularly relevant in emerging service models such as hybrid tourism, where guests may alternate between physical and virtual experiences depending on their comfort and circumstances.

Transparent communication is another essential pillar in rebuilding and sustaining guest confidence. In an age of rapid information exchange, guests expect timely, accurate, and honest communication from service providers. Organizations must clearly articulate their safety protocols, policy changes, and contingency plans through accessible channels such as websites, mobile applications, and social media platforms. Transparency not only reduces uncertainty but also strengthens emotional trust and brand credibility.

Kim, Kim, and Wang (2021) argue that effective communication during crises significantly enhances consumer trust and organizational resilience. When guests feel informed and respected, they are more likely to maintain long-term relationships with service providers.

Furthermore, the integration of safety, flexibility, and transparency reflects a broader shift toward customer-centric service models. This aligns with the principles of service-dominant logic, which emphasize value co-creation through meaningful interactions between providers and consumers (Vargo & Lusch, 2008). Security, in this context, is not a standalone feature but an ongoing service embedded within the customer experience. By proactively addressing guest concerns and adapting to changing expectations, organizations can transform uncertainty into an opportunity for innovation and differentiation.

In conclusion, restoring guest confidence in uncertain times requires a holistic approach grounded in Security as a Service. Enhanced safety measures ensure protection and reassurance, flexible booking policies reduce perceived risk, and transparent communication fosters trust and credibility. Together, these elements create a resilient framework that not only addresses immediate challenges but also strengthens long-term customer relationships. As the global environment continues to evolve, organizations that prioritize security, empathy, and adaptability will be better positioned to rebuild trust and sustain success in the hospitality and tourism sectors.

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INNOVATION AMID INSTABILITY

TECHNOLOGY AND TRANSFORMATION IN TURBULENT TIMES

-BY LOKESH RAJPUT (1st Year)

Introduction

In an era of unprecedented economic uncertainty and rapid technological change, organizations are turning to innovation as a critical lifeline. As global instability reshapes consumer behavior and business operations, four key technology categories have emerged as transformative forces: contactless services, digital marketing, crisis communication tools, and smart security systems. These innovations are not merely enhancing operations—they are fundamentally redefining how businesses survive and thrive during turbulent times.

The convergence of these technologies reflects a broader trend toward digital-first, resilient business models. Organizations that embrace these innovations are better positioned to maintain continuity, protect assets, and adapt to rapidly changing market conditions.

1. Contactless Services: The New Standard in Transactions

Market Growth and Adoption

Contactless payment technology has transitioned from a novel convenience to an essential business requirement. The global contactless payment market was valued at approximately $56.11 billion in 2025 and is projected to reach $240.12 billion by 2035, representing a compound annual growth rate of 15.65%. This explosive growth demonstrates the technology's central role in modern commerce. In the United States alone, the adoption rates are staggering: nearly 90% of consumers have now used contactless payment methods, with more than 60% of in-store transactions projected to be contactless by 2025. Globally, 70% of face-to-face transactions are now contactless, reflecting a fundamental shift in consumer preferences.

Technology and Implementation

Contactless services operate primarily through Near Field Communication (NFC) technology, enabling tap-to-pay transactions through contactless cards, mobile wallets (Apple Pay, Google Pay, Samsung Pay), smartwatches, and QR codes. The technology offers multiple advantages:

Security Enhancements:

Contactless transactions employ tokenization and encryption, where actual card numbers are never transmitted. Instead, dynamic, one-time-use tokens are generated for each transaction, significantly reducing fraud exposure. Artificial intelligence now plays a crucial role in fraud prevention, with systems like Mastercard's Decision Intelligence Pro capable of processing up to 1 trillion data points in real-time, improving fraud detection by an average of 20% and up to 300% in certain cases.

Speed and Efficiency:
Transactions complete in seconds, dramatically reducing checkout times and improving customer throughput a critical advantage in high-volume environments like quick-service restaurants and convenience stores.

Health and Safety:
The contactless nature eliminates the need to handle cash or touch shared payment terminals, a concern that accelerated adoption during the COVID-19 pandemic. The hygiene advantage remains a significant factor in consumer preference even as pandemic concerns have eased.

Emerging Trends

The voice payment market demonstrates the evolution of contactless technology. Valued at $11.5 billion in 2024, voice payments are projected to reach $28.9 billion by 2033. Additionally, biometric payment cards are expected to represent up to 9% of annual contactless card shipments by 2026, with between 41-254 million biometric cards shipped worldwide.

2. Digital Marketing: Strategically Navigating Economic Uncertainty

The Paradox of Marketing During Crisis

During periods of economic instability, organizations face a counterintuitive challenge: while instincts suggest cutting marketing budgets, historical evidence overwhelmingly demonstrates that maintaining or increasing marketing investments during downturns yields significantly better results. A pivotal study of the 1981-82 recession found that companies refusing to reduce advertising spend increased sales by approximately 340% within four years after economic recovery a dramatic advantage that persisted long after conditions normalized.

The pattern repeated during the COVID-19 pandemic. A survey revealed that 65% of customers cared about a brand's activities during the crisis, with those perceptions influencing purchasing decisions well beyond the immediate situation.

Budget Realities and Strategic Responses

Despite historical evidence supporting marketing investment, organizations continue to face budget pressures. Gartner research found that marketing budgets fell 15% in 2024, down from 9.1% of overall company revenue in 2023, with expectations for further contraction in 2025 amid economic uncertainty. This creates an urgent need for strategic optimization. Digital marketing channels offer distinct advantages during economic downturns:

Cost Efficiency:
Digital channels provide more cost-effective approaches compared to traditional marketing methods. Organizations can reach targeted audiences precisely, maximizing return on investment during periods of financial constraint.

Consumer Behavior Shifts:
Online browsing tends to increase during economic downturns perceived as safer research and free entertainment compared to impulsive in-store purchases. Critical purchasing decision channels (organic search, local search, ecommerce platforms) become increasingly important.

Market Share Gains:
The businesses emerging strongest from economic downturns are those viewing digital marketing as a strategic investment rather than an expenditure to be cut.

AI and Personalization

The AI in marketing space is worth $47.32 billion in 2025 and is expected to more than double to $107.5 billion by 2028, growing at a CAGR of 37%. Approximately 75% of B2B leaders indicate they are likely to bring generative AI into marketing functions.

Key digital marketing priorities include:

1. Educational Content: Creating guides addressing recession-specific concerns positions brands as helpful resources.
2. Email Marketing: Remains a high-ROI channel, with expected revenue reaching $17.9 billion by 2027.
3. SEO and Organic Search: Investments in search engine optimization prove particularly valuable during downturns.

3. Crisis Communication Tools: Enabling Rapid Response

The Critical Role of Communication Infrastructure

When crises strike, the trajectory is often determined within the first 60 minutes. Rapid response protocols and clear communication are non-negotiable for maintaining stakeholder confidence and operational continuity.

Research from the BCI's Emergency and Crisis Communications Report 2025 (now in its 11th year) reveals significant trends:

1. 60.3% of organizations utilize dedicated emergency notification or crisis management tools
2. Mobile phones and computers remain the dominant devices for managing emergencies
3. Email and enterprise messengers (Teams, Slack, Skype) are preferred methods for activating crisis teams
4. 75% of organizations conducted training programs at least once in 2024
5. Over 80% exercised their plans with similar frequency

Key Crisis Communication Platforms

Leading crisis communication platforms offer comprehensive capabilities:

Everbridge
Provides centralized emergency response and communication, with multi-channel notifications (SMS, email, voice calls, push notifications), interactive dashboards, and real-time management capabilities.

Dataminr
Employs advanced AI-powered detection, analyzing massive volumes of public data to identify breaking events and threats in real-time. The platform processes trillions of daily computations across nearly one million unique public data sources.

OnSolve
Combines AI-driven risk intelligence with crisis communication tools, enabling risk monitoring, coordinated responses, and operational safeguarding during critical events.

Rocket.Chat
Serves as an open-source communication platform trusted by government organizations including the US Navy and Department of Defense, with over 12 million global users.

Multi-Channel Notification Systems

Modern crisis communication requires immediate, multi-modal alerting:

1. Mass Notification: Rapidly reach employees, customers, and stakeholders through multiple channels
2. Incident Management: Streamline incident tracking, response coordination, and resource allocation
3. Real-Time Coordination: Enable secure messaging and collaboration among response teams

The integration of video, location data, and photo documentation—moving beyond traditional voice-only emergency reporting—significantly improves the quality of information available to response teams.

4. Smart Security Systems: AI-Powered Protection

Market Expansion and AI Integration

The security surveillance market is experiencing remarkable growth, projected to reach $197.5 billion by 2028 (up from $129.6 billion in 2023). The global AI camera market specifically demonstrated expansion from $17.66 billion in 2024 to $21.81 billion in 2025, with a compound annual growth rate of 9.60%. Artificial intelligence has fundamentally transformed security from a passive, reactive function into an active, intelligence-driven system. Where traditional surveillance systems recorded footage for later review only after incidents occurred, AI-powered systems now think, learn, and respond in real-time.

AI Capabilities and Performance

Anomaly Detection:
AI models distinguish genuine security threats from harmless movements, reducing false alarms by up to 90%. This represents a fundamental shift in operational efficiency security teams can now focus on genuine threats rather than chasing false alerts.

Real-Time Response:
AI-powered surveillance systems deliver instant notifications when unauthorized access, perimeter breaches, or suspicious activities occur, enabling security teams to act before incidents escalate.

Advanced Search and Analysis:
Rather than scanning hours of footage manually, AI enables instant searches filtering video by clothing color, object type, or movement patterns. Advanced AI search tools leverage keyword searches, visual attributes, and Vision Language Models (VLMs) to locate critical footage in seconds.

Multi-Modal Integration:
Modern security systems no longer rely on video alone. They fuse 4K/8K video, directional audio, 77GHz radar, high-resolution thermal imaging, and environmental sensors to achieve object recognition accuracy exceeding 99% a threshold that would have been unthinkable a decade ago.

Practical Applications and Results

Real-world deployments demonstrate the transformative impact. During California's 2024 Sonoma County wildfire, AI-powered thermal cameras detected the blaze 12 minutes before human spotters, enabling automated alerts that facilitated the evacuation of 3,000 residents and rapid firefighter deployment.

Shanghai's 2024 "Smart Traffic 2.0" initiative deployed 500 multi-sensor intersections combining radar (to cut through fog) and AI video (to identify pedestrians), exemplifying the convergence of smart security and public safety.

Cloud Surveillance and Edge Computing

Cloud-based surveillance adoption has accelerated dramatically, with over 83% of businesses adopting cloud surveillance by 2025. Cloud platforms provide:

1. Immediate Threat Detection: Real-time processing and alerting capabilities
2. Remote Access: Authorized personnel can access critical security information from anywhere
3. Flexible Storage: Scalable data retention without on-premises infrastructure constraints
4. Edge-Based AI: Processing critical threat detection at the edge for precise detection

Autonomous Security Solutions

Emerging autonomous technologies drones, robots, and smart management systems provide 24/7 coverage while eliminating operator fatigue. Equipped with AI-driven analytics, advanced sensors, and cameras, autonomous systems excel at detecting anomalies, tracking movements, and delivering real-time data to security teams.

Integration and Synergy

These four technology categories do not operate in isolation. Organizations achieving maximum resilience during turbulent times integrate them strategically: Contactless services minimize physical contact points, reducing both infection and fraud risks—a concern magnified during crises. Digital marketing maintains brand visibility and customer engagement when physical operations are disrupted. Crisis communication tools enable rapid coordination and stakeholder notification during emergencies. Smart security systems maintain asset protection and provide critical situational awareness during crises.

Conclusion

Innovation amid instability is no longer a competitive advantage it is a business necessity. The explosive growth of contactless payments, the strategic imperative of digital marketing investment during downturns, the critical importance of rapid crisis communication, and the transformative power of AI-driven security systems collectively demonstrate that organizations embracing technology during uncertain times emerge stronger and more resilient.

The data is clear: companies maintaining visibility, adapting marketing strategies, implementing robust crisis communication, and deploying intelligent security systems are better positioned to navigate turbulent periods and capture market share when conditions stabilize. The future belongs to organizations that view these innovations not as expenses to be cut during crises, but as investments in long-term resilience and growth.

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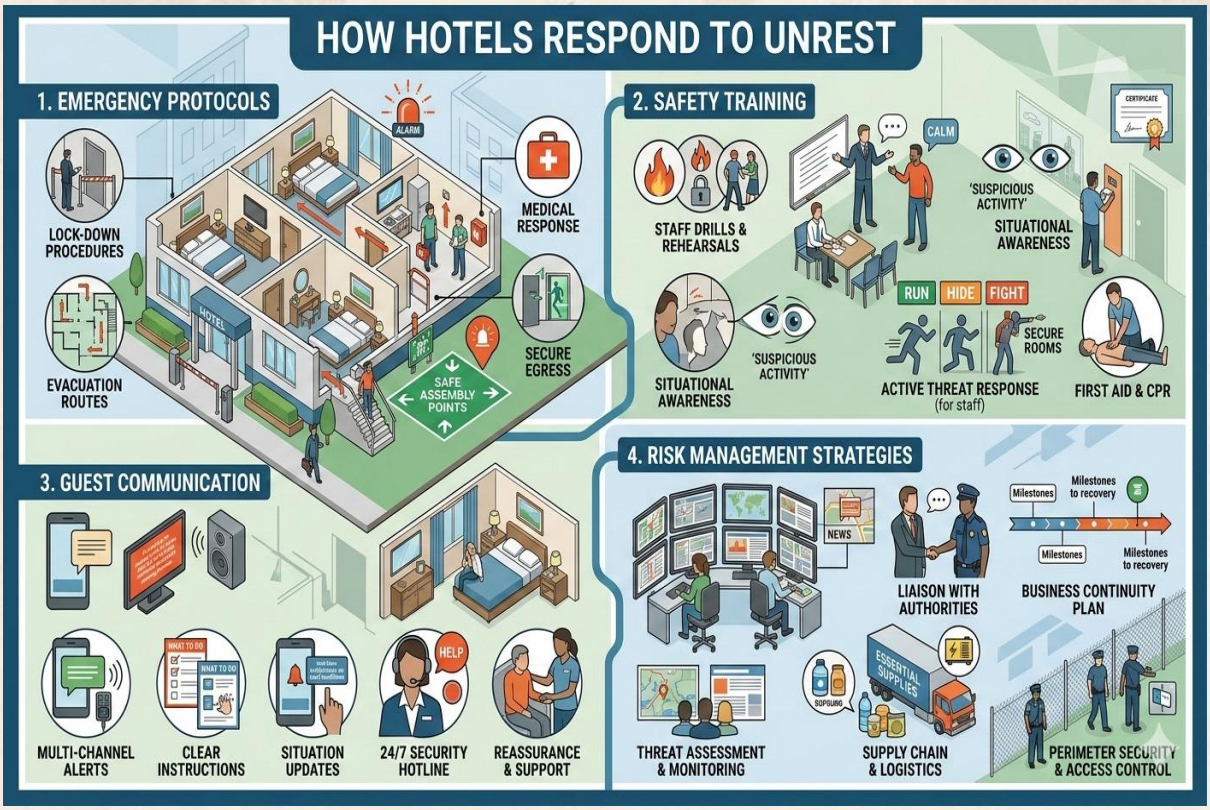
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PREPARED, PROTECTED, PROFESSIONAL: HOW HOTELS RESPOND TO UNREST

-By MOHAK ARORA (4th Year)

The hospitality industry is built on the promise of comfort and relaxation, but its foundation is security. When civil unrest, political instability, or unexpected protests strike outside the lobby doors, hotels must instantly pivot from luxury havens to secure environments. Managing a crisis of this nature requires a seamless blend of strategic foresight and rapid, on-the-ground execution.



Behind the concierge desks and plush interiors lies a rigorous operational framework designed to protect lives, secure assets, and maintain order. Here is how modern hotels respond to unrest through emergency protocols, safety training, guest communication, and risk management.

Emergency Protocols: The Blueprint of Safety

When unrest escalates, the immediate priority is securing the physical perimeter. Hotels do not wait for a crisis to unfold before deciding how to lock down; these procedures are heavily documented and immediately actionable.

Dynamic Lockdowns: Protocols dictate how and when to lock exterior doors, restrict elevator access, and secure vulnerable entry points like loading docks and service elevators.

Safe Havens: Hotels identify internal "safe zones"—typically windowless ballrooms, interior corridors, or reinforced conference centers—where guests and staff can relocate if the building's exterior is breached or compromised by projectiles or tear gas.

Resource Stockpiling: Comprehensive emergency plans require properties to maintain off-grid capabilities, including backup generators, satellite communication devices, and sufficient food, water, and medical supplies to sustain guests and staff for up to 72 hours.

Safety Training: Empowering the Frontline

Protocols are only as effective as the people executing them. Hotel staff, from general managers to housekeeping teams, are the frontline responders during an incident of civil unrest.

Scenario-Based Drills:

Staff undergo regular tabletop exercises and physical drills that simulate various unrest scenarios. These exercises train employees to react purely on muscle memory rather than panic.

De-escalation Tactics:

Front-of-house staff are trained in conflict resolution and de-escalation. If agitated individuals enter the lobby, employees know how to maintain a calm demeanor, avoid confrontation, and subtly direct people away from sensitive areas.

Cross-Departmental Roles:

During a crisis, traditional job descriptions blur. A banquet manager may become a floor warden, and a valet might assist with perimeter monitoring. Training ensures everyone knows their alternate emergency role.

Guest Communication: The Pillar of Trust

During periods of unrest, information scarcity breeds panic. Effective crisis management relies on keeping guests informed, reassured, and compliant with safety directives.

Omnichannel Alerts:

Hotels utilize in-room televisions, mobile app push notifications, SMS alerts, and public address systems to broadcast real-time updates. The messaging is crafted to be factual, brief, and directive.

Managing the Narrative:

Rather than letting guests rely on chaotic social media feeds, the hotel acts as the single source of truth regarding the immediate vicinity. Management provides clear instructions on curfews, safe areas, and what to do if an evacuation is ordered.

Visible Leadership:

General managers and security directors often maintain a visible presence in secure public areas, projecting calm authority and remaining accessible to answer guest concerns directly.

Risk Management Strategies: Anticipating the Threat

True crisis management begins long before the first signs of unrest. Hoteliers employ sophisticated risk management strategies to anticipate threats and mitigate their impact.

Intelligence Gathering:

International hotel chains partner with global risk assessment firms and local law enforcement to monitor political climates and planned demonstrations. This allows them to scale up security details or advise incoming guests to delay travel before a situation boils over.

Business Continuity Planning:

Risk managers ensure that critical hotel operations such as payroll, IT networks, and guest data are backed up and can be managed off-site if the physical property is compromised.

Post-Crisis Recovery:

Once the unrest subsides, risk management shifts to damage assessment, insurance claims, and psychological support for staff. A swift return to normalcy is vital for brand reputation and financial stability.

Commitment to Resilience

The true test of a hotel's quality is not just the thread count of its sheets, but the strength of its crisis response. By treating emergency preparedness as a core operational standard, the hospitality industry ensures that even in the face of unpredictable global events, the safety of guests and staff remains paramount.

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THE RISE OF DOMESTIC AND REGIONAL TOURISM:

"TURNING INWARD: LOCAL TRAVEL AS A STABILIZING FORCE"

-BY NISHANT GARG (4th Year)

In the face of global disruptions such as pandemics, economic instability, and geopolitical tensions, the tourism industry has undergone a significant transformation. One of the most notable trends is the rise of domestic and regional tourism, where countries increasingly rely on local travellers to sustain their hospitality sectors. This inward shift has emerged as a stabilizing force, helping hotels, travel operators, and tourism-dependent economies remain resilient during periods of reduced international mobility.

Domestic tourism serves as a critical buffer when international travel declines. Travel restrictions, health concerns, and fluctuating global conditions often discourage long-haul trips, prompting individuals to explore destinations within their own countries or nearby regions. This shift not only ensures a continuous flow of visitors but also redistributes economic benefits more evenly across local destinations. According to World Tourism Organization (UNWTO, 2021), domestic tourism accounted for a substantial share of total tourism activity during the COVID-19 crisis, significantly mitigating the overall losses faced by the global tourism sector. Countries with strong domestic travel markets were better positioned to recover quickly and sustain their tourism infrastructure.

The reliance on domestic tourism has also encouraged governments and businesses to redesign their strategies. Marketing campaigns have increasingly targeted local audiences, promoting lesser-known destinations, cultural heritage sites, and rural tourism experiences. For example, initiatives such as "Dekho Apna Desh" in India have encouraged citizens to explore their own country, thereby supporting local economies and small businesses. This approach aligns with the concept of proximity tourism, where shorter travel distances reduce costs, environmental impact, and perceived risks, making travel more accessible and appealing (Gössling, Scott, & Hall, 2020).

For hotels and tourism businesses, domestic tourism has become a lifeline. With international arrivals declining sharply during crises, hotels have adapted their offerings to cater to local preferences. This includes staycations, weekend getaways, wellness retreats, and work-from-hotel packages designed for nearby residents. Such innovations not only generate revenue but also foster stronger connections between businesses and local communities. As noted by Sigala (2020), the pandemic accelerated the need for tourism enterprises to innovate and diversify their products to meet changing consumer demands, with domestic markets playing a central role in this transition.

Regional tourism, which involves travel within neighboring countries or geographic regions, further complements domestic tourism. Regional travel often recovers faster than long-haul international travel due to fewer restrictions, cultural similarities, and shorter travel times.

Regional cooperation agreements and travel bubbles have facilitated cross-border mobility, enabling tourism businesses to tap into nearby markets. This interconnected approach enhances resilience by reducing dependence on distant and volatile international markets.

Moreover, the rise of domestic and regional tourism contributes to sustainable tourism development. By encouraging travellers to explore local destinations, it reduces carbon emissions associated with long-haul travel and promotes the preservation of cultural and natural heritage. It also empowers local communities by creating employment opportunities and supporting small-scale enterprises. However, it is essential to manage this growth responsibly to avoid issues such as overcrowding and environmental degradation in popular domestic destinations.

In conclusion, the shift toward domestic and regional tourism represents a strategic adaptation to global uncertainty. By turning inward, countries can stabilize their tourism industries, support local economies, and build resilience against external shocks. Domestic tourism not only sustains hotels and businesses during challenging times but also fosters a deeper connection between people and their own cultural and natural heritage. As the global tourism landscape continues to evolve, this inward-focused approach is likely to remain a key pillar of sustainable and resilient tourism development.

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REBUILDING RESPONSIBLY:
SUSTAINABILITY IN POST-CONFLICT RECOVERY

-By SOUMAY ARORA (4th Year)

When the dust finally settles after an armed conflict, nations face an overwhelming reality: shattered infrastructure, fractured communities, and an economy running on fumes. Historically, the default pathway to recovery has been heavy reliance on foreign aid or the rapid extraction of natural resources. While these might offer a temporary lifeline, they often lay the groundwork for future instability. Lately, however, a more resilient and surprising paradigm has started to emerge: sustainable tourism.

When done right, eco-tourism and community-based initiatives aren't just a way to bring in foreign currency. They act as profound mechanisms for peacebuilding, helping communities heal both socially and economically.



Rebuilding Trust Through Community Ownership

In post-conflict zones, trust is often the scarcest resource of all. Community-Based Tourism (CBT) tackles this head-on by putting the ownership and management of the local tourism industry directly into the hands of the people who live there.

Instead of watching profits leak out to multinational hotel chains, CBT ensures that the financial benefits stay local, funding schools, clinics, and basic infrastructure. But the benefits aren't just financial. Because CBT requires intense collaboration, it often forces former adversaries to work together toward a shared economic goal. In places like Colombia and Rwanda, joint tourism cooperatives have successfully helped integrate former combatants back into civilian life.

It also allows communities to reclaim their cultural heritage which war often tries to erase by sharing their stories on their own terms, rather than solely through the lens of their trauma.

Healing the Landscape
War is notoriously brutal on the environment. Forests are leveled, wildlife is poached, and landscapes are left scarred by landmines and heavy artillery. Eco-tourism offers a tangible, economic incentive to reverse this damage. When a community realizes that a living, thriving ecosystem attracts far more sustained income than illegal logging or poaching, conservation suddenly becomes a localized priority. The revenue generated from park fees and guided tours can be directly pumped back into demining efforts, reforestation, and anti-poaching patrols. Ultimately, it fosters a culture of environmental stewardship that protects the land for future generations.

The Ethical Imperative
Of course, there is a catch. For tourism to be a genuine recovery tool, it has to be rooted in strict ethical practices. Post-conflict destinations are incredibly vulnerable to exploitation, commodification, and the voyeurism of "dark tourism"—where visitors flock simply to gawk at sites of death and tragedy. Rebuilding responsibly means ensuring that memorials and historical sites are managed by the people who actually experienced the conflict, keeping the narrative respectful and focused on peace. It also requires enforcing fair wages, utilizing local supply chains (like local farmers supplying nearby hotels), and investing in the local workforce. Transitioning from a wartime economy to a service economy requires real training in hospitality and management, empowering locals to take on leadership roles rather than just sweeping floors.

Looking Forward
Sustainable tourism is by no means a magic wand for the deep, generational wounds of war. But it is a powerful catalyst for long-term recovery. By prioritizing local ownership, environmental conservation, and ethical engagement, recovering nations can build an industry that heals rather than exploits transforming their narrative from a site of tragedy to a beacon of resilience.

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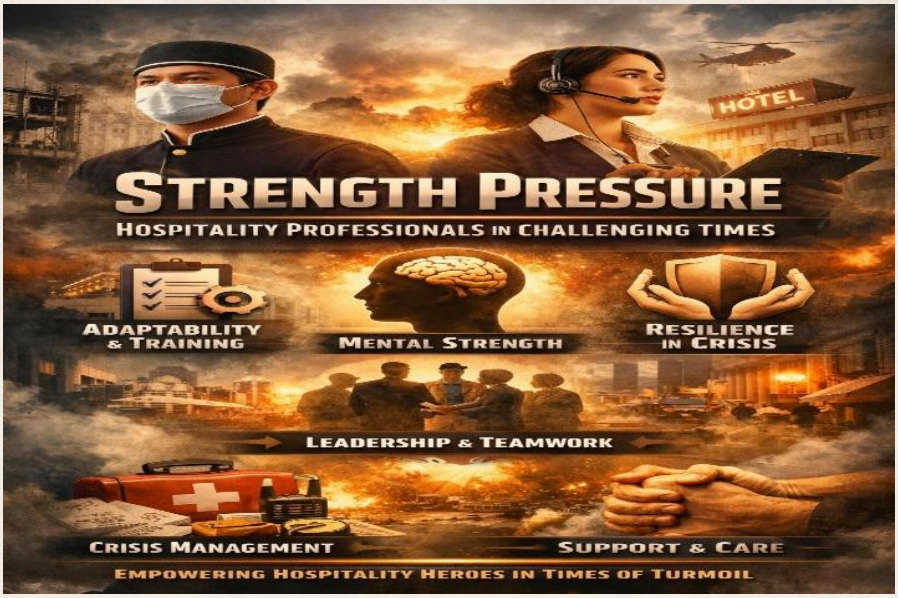
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STRENGTH UNDER PRESSURE:
HOSPITALITY PROFESSIONALS IN CHALLENGING TIMES

-BY AMRITA MEHAR (2nd Year)

In an industry built on warmth, service, and human connection, the true strength of hospitality professionals is often revealed not during peak seasons, but in moments of crisis. Global unrest—whether caused by armed conflicts, political instability, or social disruptions—places immense pressure on the hospitality and tourism sector. Yet, it is in these challenging times that the resilience, adaptability, and leadership of hospitality professionals shine the brightest.

Hospitality is more than just providing comfort; it is about creating a sense of safety and belonging, even when the world outside feels uncertain. When crises strike, hotel staff, managers, and service teams are among the first to respond—not just operationally, but emotionally. They become problem-solvers, communicators, and sometimes even caregivers to guests who may be stranded, anxious, or far from home.



Employee Adaptability

One of the most critical qualities during such times is adaptability. Sudden changes in guest flow, cancellations, and shifting government regulations require quick thinking and flexible decision-making. Employees must adjust to new roles, altered schedules, and evolving safety protocols. For example, front office staff may need to handle emergency check-ins or assist with travel disruptions; while housekeeping teams must adopt enhanced sanitation practices to meet heightened safety standards.

Training

Hospitality organizations that invest in crisis management training equip their teams to respond effectively under pressure. This includes emergency evacuation procedures, conflict management, first aid knowledge, and communication strategies. Well-trained staff not only ensure operational continuity but also provide reassurance to guests during uncertain situations.

Mental Strength
Working in high-stress environments during global unrest can take a toll on employees' emotional well-being. Hospitality professionals must maintain composure, empathy, and professionalism, even when they themselves may feel anxious or uncertain. Strong leadership plays a crucial role here—supporting teams, encouraging open communication, and promoting mental health awareness within the workplace.

Leadership in crisis situation
Leadership in times of crisis is not just about making decisions; it is about inspiring confidence. Effective leaders in hospitality demonstrate clarity, empathy, and decisiveness. They ensure transparent communication with both staff and guests, provide regular updates, and create a sense of stability amidst chaos. A good leader understands that their attitude directly influences team morale and guest experience.

Another key aspect of resilience is teamwork. In challenging situations, the strength of a hospitality operation lies in its people working together seamlessly. Departments must collaborate closely—front office, housekeeping, food and beverage, and security—to ensure smooth functioning despite disruptions. This collective effort not only maintains service quality but also reinforces a supportive work environment.

Moreover, crises often act as a catalyst for professional growth. Hospitality professionals who navigate difficult situations develop valuable skills such as problem-solving, emotional intelligence, and crisis management. These experiences shape them into more capable and confident individuals, ready to handle future challenges with greater ease.

In conclusion, global unrest may test the limits of the hospitality industry, but it also highlights its human core. The resilience of hospitality professionals driven by adaptability, strong leadership, teamwork, and mental strength ensures that the industry continues to serve, support, and recover. As future hospitality leaders, understanding and embracing these qualities will be essential in building a more resilient and responsive global tourism landscape.

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THE IMMEDIATE IMPACT ON HOTELS

EMPTY ROOMS TO OPERATIONAL CHALLENGES: HOSPITALITY DURING CRISIS

-By SOUMAY ARORA (4Th Year)

The onset of a major crisis whether a global health emergency, geopolitical instability, or a localized natural disaster delivers an immediate and severe shock to the hospitality ecosystem. For the hotel sector, particularly within the luxury and five-star categories where high-touch service and premium experiences are paramount, the initial fallout is characterized by a rapid unraveling of standard operations. This disruption typically unfolds across three primary fronts: plummeting occupancy rates, acute workforce dilemmas, and a paradoxical rise in operational costs.



The Plunge in Occupancy

The most visible and immediate impact of any crisis is the sudden evacuation of guests. Travel restrictions, canceled flights, and corporate safety mandates lead to a tidal wave of canceled bookings and postponed events. In severe scenarios, such as the initial outbreak of the COVID-19 pandemic, some regions saw hotel occupancy rates plummet by over 75% within a matter of weeks (CoStar, 2020). For luxury establishments that rely heavily on international tourists and large-scale corporate events, the revenue drain is catastrophic. These empty rooms represent not just lost accommodation revenue, but a direct hit to ancillary streams, effectively stalling food and beverage (F&B) outlets, banquet halls, and wellness facilities.

Workforce Concerns and Human Capital

Hospitality is fundamentally a people-centric industry. When revenues evaporate overnight, management is forced into agonizing decisions regarding human resources. The immediate reaction often involves hiring freezes, reduced shifts, and, inevitably, furloughs or layoffs. The Bureau of Labor Statistics noted that during the peak of the 2020 pandemic, the broader hospitality and leisure sector lost millions of jobs, deeply destabilizing the labor market (Romashko, 2020).

However, letting go of staff presents a severe long-term risk. High-end hotels invest heavily in specialized training, from rigorous F&B service standards to crisis management protocols. Losing these trained professionals means losing the institutional knowledge required to maintain a five-star ambiance once the crisis passes. Furthermore, the remaining skeletal staff often face immense psychological strain. Associates are frequently required to take on cross-departmental roles to cover operational gaps, all while managing personal anxieties about job security and the external crisis itself.

Rising Operational Costs

Intuitively, one might assume that an empty hotel costs less to run. In reality, crises often inflate operational expenses even as revenue approaches zero. The necessity of implementing rapid emergency protocols such as advanced sanitization measures, the procurement of safety equipment, and physical layout alterations requires immediate, unbudgeted capital output (Gursoy & Chi, 2020). Concurrently, supply chain disruptions often drive up the cost of basic goods and raw materials.

Furthermore, hotels are burdened by massive fixed costs. An expansive property requires continuous climate control, security, and maintenance to prevent physical degradation, regardless of whether a room is occupied. This reality highlights the critical need for resilient hotel design and advanced guest room management solutions. Facilities equipped with automated energy management systems can dynamically power down unoccupied zones, significantly mitigating the financial bleed during low-occupancy periods (Romashko, 2020). Without these systemic efficiencies built into the property's infrastructure, hoteliers find themselves squeezed between absent revenues and compounding daily expenses.

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Co-Scholastic Activity



BCIHMCT successfully organized a "Best Out of Waste" competition on 18th August 2025, inviting participation from students across all semesters.



Communication and Soft Skills Department along with Front Office Department organized the Annual Debate Competition 2025 which was held on 29th August 2025 at BCIHMCT.



On 1st September 2025, BCIHMT successfully organized the Young Mind Startup Fest 2025.



BCIHMCT presented Interactive Masterclass by Chef Lewis, HOD, College of Food, University of Birmingham on September 8th, 2025



Teacher's Day Celebrated with Enthusiasm at Banarsidas Chandiwala Institute of Hotel Management and Catering Technology.



BCIHMCT was proud to host an exclusive interactive session with hotel industry stakeholders on 16th September 2025, followed by a South Indian theme lunch at the institute premises.



Front office department organized “Manage the Damage” competition on 15th September 2025 which is a dynamic role play competition designed to test students’ situational handling skills in various hotel contexts.



Strengthening Industry-Academia Ties: Banarsidas Chandiwala Institute of Hotel Management and Catering Technology Hosts Formal Discussion and South Indian Lunch with Hospitality Experts.



Banarsidas Chandiwala Institute of Hotel Management and Catering Technology students bring Laurels at ICC, Bharat Mandapam, New Delhi, from 24th to 28th September 2025.



We were delighted to welcome Chef Gioele Recchia, Executive Sous Chef at Rosewood Miyakojima, Japan, for an exclusive masterclass on handmade pasta.



Our student Harman Kaur has made us proud by securing the 3rd Prize in Start-up Ideation Competition at the 6th Young Visionary Housekeepers National Convention, organized by PHA YUVA.



On October 4th, 2025, the Banarsidas Chandiwala Institute of Hotel Management and Catering Technology hosted its much-anticipated Fresher's Party, themed "Fake Indian Wedding."



BCIHMCT Celebrates Grand Opening of 24th Chandiwala Hospitality Ensemble with a Theme of 'Sanskriti se Samriddhi' - Prosperity through Culture.



Regency College Hyderabad conquered the 24th Chandiwala Hospitality Ensemble - champions, undisputed.



The Radisson Hotel Group conducted a campus placement drive on 30th October 2025, offering students a valuable opportunity to begin their professional journey with one of the world's leading hospitality brands.



Representing our institute Nandini Gupta (Batch 2024–2028) and Kanan Chopra (Batch 2023–2027) won The Ultimate Chef Showdown was held at KR Mangalam University.



Celebrating the spirit of our Constitution and the values that shape our nation, BCIHMCT celebrated the 77th Republic Day at the premises.



Kashish Chaudhary, a second-year student of BCIHMCT, has brought laurels to the institute by excelling at the State-Level Culinary Test, Rajasthan, on 20th January 2026 at IHM Jaipur.



BCIHMCT Inaugurated the 16th edition of IIHTTRC–2026 on "Healing Horizons" – Advancing Spiritual Tourism for Global Peace



Diwan Gautam Anand Honoured with Lifetime Achievement Award during 16th edition of IIHTTRC–2026 held between 26th –27th February 2026 at BCIHMCT, New Delhi



The Communication & Soft Skills Department at BCIHMCT organized its much-awaited Annual Debate Competition on the thought-provoking topic: "Social Media VS Traditional Media: Who Dominates the Modern World?"



The Communication & Soft Skills Department of BCIHMCT proudly hosted "Verve Your Eloquence", an inter-college literary extravaganza that celebrated the power of expression and creativity.



The Auro National Budding Hospitality Champion (NBHC) 2026, held at Auro University, Surat from 10th to 12th March, witnessed an outstanding performance by the students of BCIHMCT.



The Young Minds Start-Up Fest, held on 16th March 2026, was a vibrant showcase of creativity, passion, and entrepreneurial spirit at our campus.



An educational visit was organized by our academic partner, The Suryaa New Delhi, between 18th -20th Mar 2026 with the primary objective of enhancing students understanding of floral arrangements and its application in hospitality industry



Banarsidas Chandiwala Institute of Hotel Management and Catering Technology Shines at Apeejay School of Management's Open Mic Competition: Aditya Grover Wins First Prize.



On March 21, 2026, BCIHMCT came alive with memories as alumni from 1999–2018 reunited. The event began with an inspiring address by Prof. R.K. Bhandari, celebrating the institute's growth and achievements.



An educational visit was organized to The Suryaa New Delhi, our esteemed Academic Partner, from 23rd – 25th March 2026 with the primary objective of enhancing students' understanding of hotel room layouts.



Ms. Aakshita Khanna (Batch 2021-25) being awarded the Gold Medal for standing First in the Order of Merit in BHMCT programme on the occasion of the 18th Convocation of the Guru Gobind Singh Indraprastha University held on Thursday, 9th April, 2026.



The Shri Rajindera Kumar Memorial scholarship has been awarded to Naman Gupta, a fourth-year student from the Batch of 2022, providing financial assistance by covering the annual fees, as determined by GGSIP University, for a meritorious & needy student every year.

DISCLAIMER

Please note that the information in this e-newsletter including all articles does not make any claims. Any information offered is clearly the opinion of the author of that article.

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