

## Journal Details

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& Tourism Research**

**Banarsidas Chandiwala Institute of  
Hotel Management & Catering Technology  
New Delhi**

# Indian Journal of Applied Hospitality & Tourism Research (UGC CARE Indexed)

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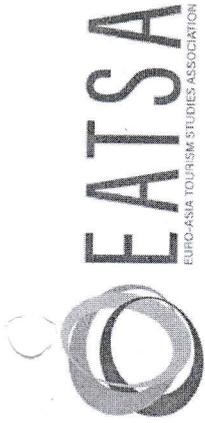
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# INVITATION



**Banarsidas Chandiwala Institute of Hotel Management & Catering Technology**  
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**Invites you for**  
**15<sup>th</sup> India International Hotel Travel and Tourism Research Conference**  
"Rethinking Tourism & Hospitality: AI and Sustainable Transformation"  
(An IQAC initiative)

*in association with*

Euro-Asia Tourism Studies Association (EATSA) & UNIVERSITY OF WOLVERHAMPTON, U.K.  
(27<sup>th</sup> February – 01<sup>st</sup> March, 2025)

**INAUGURAL CEREMONY**

**Thursday, 27<sup>th</sup> February, 2025 at 09:30 am**

**CHIEF GUEST**

**Shri J. K. Dadoo, IAS (Retd.)**  
(MBA-IIM, Ahmedabad)

Venue:

**Auditorium, Chandiwala Estate, Maa Anandmai Marg, Kalkaji, New Delhi- 110019**

**RSVP:**

**Prof. R. K. Bhandari**  
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# 15<sup>th</sup> India International Hotel, Travel & Tourism Research Conference, New Delhi

## Programme Schedule

27th February – 01st March, 2025

### Thursday, 27<sup>th</sup> February 2025

|              |   |
|--------------|---|
| 09.30-10.00  | Welcoming & Registration  |
| 10.00-10.10  | Felicitation of Guest & Lamp Lighting   |
| 10.10-10.15  | Ganesh Vandana  |
| 10.15-10.25  | Welcome Address by Prof. R. K. Bhandari, Principal, BCHMCT, New Delhi.  |
| 10.25-10.30  | Welcome Address by Dr. Kevsar Cinar, President- EATSA (Euro Asia Tourism Studies Association), Associate Professor-Necmettin Erbakan Üniversitesi, Türkiye.   |
| 10.30-10.40  | Welcome Address by Prof. Maharaj V. Reddy, Associate Dean (Research & Knowledge Exchange), Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom                         |
| 10.30-10.50  | Special Address by Guest of Honour: Shri Satvir Singh, Director (Studies), NCHMCT, Ministry of Tourism, Government of India   |
| 10.50-11.10  | Special Address by Guest of Honour: Prof. Sudhir Andrews, Distinguished Professor, Thoughtful Leader & Author   |
| 11.10-11.30  | Special Address by Chief Guest: Shri J. K. Dadoo, IAS (Retd.), MBA- IIM Ahmedabad   |
| 11.30-11.35  | Votes of Thanks   |
| 11.35-11.50  | Tea Break   |
| 11.50-12.10  | Keynote Speech by Ms Akanksha Singh (MBA-IIM Lucknow), Global Manager Sustainability, Radisson Hotel Group  |
| 12.10-12.30  | Keynote Speech by Prof. Anuj Kumar, Head of Research, Rushford Business School, Switzerland on "Sustainable Development of SMEs Sector: Step towards Viksit Bharat"                                       |
| 12.30-12.50  | Keynote Speech by Prof. Anjana Singh, Dean - School of Hotel Management & Catering Technology, K. R. Mangalam University, Gurugram on "Artificial Intelligence Vs Sustainability: Where Lies the Future?" |
| 12.50- 13.10 | Guest Speech by Prof. Ajeet Kumar Singh, Director School of Hotel Management & Catering Technology, Jaipur National University, Rajasthan   |
| 13.10-13.40  | Lunch Break   |
| 13.40-14.00  | Keynote Speech by Prof. Dimitrios Buhalis, Director e-Tourism Lab, Bournemouth University, United Kingdom on "Smart Tourism Boosting Tourism in the UK"   |
| 14.00-16.00  | Technical Session I & II  |
| 16.00-16.30  | Tea Break & Networking  |

### Friday, 28<sup>th</sup> February 2025

|                 |   |
|-----------------|---|
| 09.30-09.50     | Keynote Speech by Dr. Priyadarshan Singh Lakhawat, Director (Academics), NCHMCT, Ministry of Tourism, Government of India   |
| 09.50-11.15     | Research Workshop on "Adoption and Use of AI Tools in Tourism & Hospitality Research" by Dr. Youssef El Archi, Research Collaborator- Centre for Tourism Research, Development & Innovation (CITUR), Polytechnic Institute of Leiria, Portugal. |
| 11.15-11.30     | Tea Break   |
| 11.30-11.50     | Keynote Speech by Prof. Maharaj V. Reddy, Associate Dean (Research & Knowledge Exchange), Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom  |
| 11.50-13.40     | Technical Session III & IV  |
| 13.40-14.30     | Lunch Break   |
| 14.30-15.00     | Keynote Speech by Dr. Anestis Fotiades, Assistant Dean of Research & Outreach, College of Business, Zayed University, UAE.  |
| 15.00-17.00     | Technical Session V & VI  |
| 17.00-17.15     | Tea break   |
| 17.15-18.30     | Special Session on Chandiwala Co-creation Research Lab.   |
| 18.30-19.00     | Cultural Event  |
| 19.00 (Onwards) | Conference Dinner & Networking  |

### Saturday, 01<sup>st</sup> March 2025

|             |   |
|-------------|---|
| 09.30-09.50 | Keynote speech by Prof. Kumar Ashutosh, Head, Department of Continuing Education and Extension, University of Delhi on "AI whether a boon or bane for the tourism industry" |
| 09.50-10.10 | Keynote speech by Dr. Sonia Sharma, Director, School of Tourism and Hospitality Services Management, IGNOU, New Delhi   |
| 10.10-11.30 | Special Technical Session VII (UG & PG Student Researchers)   |
| 11.30-11.45 | Tea Break   |
| 11.45-12.05 | Keynote speech by Prof. Rajesh Ragde, Director, Dept of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad                                    |
| 12.05-12.30 | Closure Report  |
| 12.30-12.45 | Vote of Thanks & Conclusion   |
| 12.45-13.45 | Lunch   |
|             | Closing of the day  |

  
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**15<sup>th</sup> India International Hotel Travel & Tourism Research Conference**

**February 27<sup>th</sup>– March 1<sup>st</sup>, 2025**

**27<sup>th</sup> February, 2025 - Day 1 of IIHTTRC**

The 15th India International Hotel, Travel, and Tourism Research Conference represents a significant milestone in the ongoing growth and advancement of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology. This prestigious event was collaboratively organized by the Internal Quality Assurance Cell and the Research and Development Committee of the Institute. Held from February 27th to March 1st, the conference centered on the theme "**Rethinking Tourism & Hospitality: AI and Sustainable Transformation**," providing a platform for scholarly discourse and innovation in the field.

The 15<sup>th</sup> edition of the **India International Hotel, Travel & Tourism Research Conference** was officially inaugurated by the Conference President, Professor R. K. Bhandari. In his opening address, he extended a warm welcome to the keynote speakers, conference delegates, and participants. The conference, organized in collaboration with the **University of Wolverhampton, United Kingdom, and the Euro Asia Tourism Studies Association**, commenced with an inauguration ceremony that set the stage for insightful discussions and academic exchange. Professor Bhandari mentioned that from robotic concierge services to advanced revenue management tools, incorporation of AI and technology is reshaping the hospitality industry. The industry needs to embrace these innovations to stay competitive while ensuring sustainable transformation. He mentioned that the insights and thought provoking discussions during the Conference will be of great value to the tourism and hospitality industry in its quest to identify globally important practices and securing a competitive advantage. Professor Bhandari also briefed about the **Chandiwala Co-Creation Research Lab** that will provide a platform to collaborate with stakeholders from the travel, tourism and hospitality to promote innovation and research for exchanging ideas and develop research projects with expert guidance.

Professor R. K. Bhandari, President, India International Hotel Travel and Tourism Research Conference welcomed **honorable Chief Guest Shri J. K. Dadoo, IAS (Retd.)**. He also welcomed **Guest of Honour: Prof. Sudhir Andrews, Distinguished Professor, Thoughtful Leader & Author** and **Ms. Akanksha Singh, Global Manager – Sustainability, Radisson Hotel Group** and **Shri Gour Kanjilal Ji, Former Deputy Director General, Ministry of Tourism, Government of India**.

Professor R. K. Bhandari emphasized the significance of this milestone in the institute's academic journey, highlighting it as a noteworthy achievement. He announced that the annual Hospitality & Tourism Research Journal, **Indian Journal of Applied Hospitality & Tourism Research (Vol. 17, ISSN 0975-4954)**, after receiving official recognition and being indexed in the UGC CARE List (Group-I) last year by the University Grants Commission of India, is now releasing its inaugural post-indexing volume. The inauguration ceremony featured the official launch of the latest volume of the journal.

  
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Shri Rajindera Kumar Memorial Scholarship, awarded annually, recognizing students who exhibit financial need and academic excellence. This year, the scholarship was presented to Ms. Aakshita Khanna, a student from the Batch of 2021-2025. The award was conferred by Mrs. Francina Joseph, Head of HR at The Indian Hotels Company Limited (IHCL). The Memorial Scholarship Fund provides renewable scholarships for four years, supporting deserving students in their academic journey.

**Dr. Kevser Cinar, President of the Euro Asia Tourism Studies Association (EATSA) and Associate Professor at Necmettin Erbakan University, Türkiye,** conveyed her profound appreciation for the strong academic collaboration fostered between the two institutions. She emphasized that this partnership has played a pivotal role in advancing research in the field of tourism. Additionally, she underscored the significance of the conference theme as highly significant in today's evolving world. She mentioned that while AI brings advantages, it also raises concerns related to sustainability, ethics, and workforce implications. Dr. Cinar expressed confidence that the Conference serves a crucial forum for researchers, practitioners, and policymakers to explore AI-driven opportunities and challenges.

**Prof. Maharaj Vijay Reddy, Associate Dean (Research & Knowledge Exchange), Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom,** delivered the welcome address at the conference. He congratulated and highly commended the Institute for its steadfast commitment to organizing the Annual Conference each year, despite the challenges posed by COVID-19. He stated that this dedication to academic excellence and knowledge-sharing reflects its resilience and vision. In an era where digital transformation is reshaping industries, advancing research remains crucial for achieving sovereignty and driving innovation. He stated that the ongoing partnership holds great promise for contributing to this transformative journey.

Guest of Honour for the event, **Professor Sudhir Andrews** delivered an insightful address on the evolving landscape of tourism and hospitality, emphasizing the transformative impact of Artificial Intelligence (AI) and sustainable tourism. He underscored the necessity for the industry to adapt to the preferences of emerging generations, including Gen X, Y, Z, Alpha, and Beta, who have distinct expectations and behaviors. Dr. Andrews highlighted the significance of AI-driven scanning facilities in hotels, which can enhance staff efficiency and guest experiences. Additionally, he emphasized how digital transformation in hotel operations can improve service quality and streamline management processes. Furthermore, he addressed the growing demand for Experiential Tourism, where travelers seek personalized and immersive experiences. He also discussed Space Tourism as an emerging trend and Social Tourism, which promotes inclusive and accessible travel for diverse communities. Dr. Andrews concluded his address by stressing the importance of integrating AI, automation, and smart travel solutions to enhance convenience and sustainability in the tourism sector. He emphasized that embracing technological advancements and sustainable practices is essential to redefining the future of tourism and hospitality. **Professor Sudhir Andrews** was honored with the **Lifetime Achievement Award** in recognition of his exceptional contributions to the tourism and hospitality industry.

**Ms. Akanksha Singh, Global Manager Sustainability, Radisson Hotel Group** in her keynote speech mentioned that the future of hospitality is deeply rooted in sustainability, while Artificial Intelligence continues to drive efficiency in operations. For Generation Z and Alpha, luxury is



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increasingly defined by personalized experiences that integrate sustainability as a core value. AI-driven systems efficiently manage operations, reducing the effort required to analyze and interpret vast amounts of data. By automating processes and optimizing decision-making, AI not only enhances operational efficiency but also significantly reduces costs. Moreover, its ability to personalize services and predict guest preferences leads to an improved and seamless guest experience, ultimately redefining hospitality standards with greater precision and convenience. Therefore, the challenge lies in implementing innovative solutions that optimize resource use while ensuring seamless service, reinforcing sustainability as the foundation of modern hospitality.

**Chief Guest Mr. J. K. Dadoo, IAS (Retd.)** delivered an insightful address on the significance of Artificial Intelligence (AI) across various sectors and major events in India. He particularly emphasized how AI-driven solutions are transforming large-scale events like the Maha Kumbh Mela, ensuring enhanced management, safety, and visitor experience. Using the Kumbh Mela as a case study, Mr. Dadoo elaborated on the diverse applications of AI-powered technologies that contribute to seamless event management. He highlighted key innovations such as AI-powered drones and cameras with real-time image recognition for crowd monitoring and security; AI-driven traffic monitoring systems that adjust signals dynamically to ensure smooth movement; AI-enabled ambulances equipped with advanced tracking and medical support; AI-based chatbots to provide instant assistance and event-related information; AI-powered translation tools to assist diverse groups of pilgrims and international visitors; AI-based environmental sensors to track air pollution levels and ensure a healthier event atmosphere; AI-driven supply chain management systems to streamline resource allocation and logistics; and Integration of Augmented Reality (AR) and Virtual Reality (VR) technologies to offer immersive virtual tours, enhancing accessibility for remote participants. Mr. Dadoo emphasized that these technological advancements not only contribute to the efficient organization of large-scale events but also create a safe, engaging, and personalized experience for millions of attendees.

Beyond event management, he discussed how AI is revolutionizing various industries by facilitating personalized marketing, reducing customer service costs, creating employment opportunities, and strengthening safety and security measures. He also underscored AI's role in positioning India as a global market leader, significantly impacting economic growth and contributing to the Indian GDP. Mr. Dadoo concluded by reinforcing the transformative potential of AI in shaping India's future, urging stakeholders to embrace these innovations for sustainable development and global competitiveness.

**Dr. Arvind Kumar Saraswati, Conference Convener**, expressed his profound gratitude to all esteemed delegates, distinguished speakers, industry experts, resource persons, and media partners for their invaluable participation in this prestigious international conference. He highlighted that the event provided a dynamic platform for an exceptional convergence of experts, researchers, and decision-makers from across the globe, fostering insightful discussions, knowledge exchange, and groundbreaking research innovations in the Hospitality and Tourism sector. Dr. Saraswati extended special appreciation to the organizing committee, faculty members, staff, and the dedicated students of the Institute, whose relentless commitment and tireless efforts played a pivotal role in ensuring the smooth and successful execution of this mega event. He emphasized on the novel concept of Chandiwala Co-Creation Research Lab that aims to promote innovative and creative thinking in travel, tourism and hospitality research. He

  
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concluded by acknowledging the collective enthusiasm and unwavering support of all involved, emphasizing that their contributions were instrumental in making this conference a resounding success.

**Prof. Ajeet Kumar Singh, Director, School of Hotel Management & Catering Technology, Jaipur National University, Rajasthan**, delivered his keynote speech by emphasizing the transformative impact of robotics and AI in hospitality, highlighting their role in automation, predictive analytics, and personalized services. With the global robotics market projected to grow significantly, he outlined key benefits such as enhanced efficiency, 24/7 service availability, cost reduction, and improved guest experiences. However, he also addressed challenges, including ethical concerns, data privacy risks, and the potential loss of human interaction. Prof. Singh stressed AI's role in sustainability through energy optimization and predictive maintenance while advocating for ethical AI adoption based on UNESCO's principles. He also explored the potential of Quantum AI in hyper-personalization and predictive analytics, underscoring the need for a balanced approach that ensures innovation while preserving human-centric hospitality.

In his keynote address, **Prof. Anuj Kumar, Head of Research, Rushford Business School, Switzerland**, discussed the topic, 'Sustainable Development of the SME Sector: Steps Toward Viksit Bharat.' Prof. Kumar emphasized the pivotal role that Small and Medium Enterprises (SMEs) play in India's economy, noting their significant contributions to GDP, employment, and exports. He highlighted how SMEs drive innovation and foster economic growth, particularly in rural regions. However, he also pointed out the challenges faced by SMEs, including inadequate infrastructure, operational inefficiencies, and a lack of proper training for their workforce. Prof. Kumar stressed the importance of fostering sustainable development in the SME sector to align with India's vision of a "Viksit Bharat." He underscored the need to empower SMEs through supportive policies, better access to capital, and the integration of advanced technologies. He identified key pathways for SME growth, including the improvement of financial products, enhanced skill development programs, simplified regulatory frameworks, and the adoption of green technologies. Furthermore, Prof. Kumar advocated for strengthening infrastructure and promoting international trade to enhance the global competitiveness of SMEs. He concluded by emphasizing that with the right support, SMEs could lead India toward inclusive and sustainable growth, playing a crucial role in the nation's transition to a developed economy.

**Prof. Anjana Singh, Dean-School of Hotel Management & Catering Technology, K. R. Mangalam University, Gurugram**, delivered a keynote presentation exploring the convergence of Artificial Intelligence (AI) and sustainability in the tourism and hospitality industry, emphasizing both its potential benefits and challenges. She stated that AI is revolutionizing the sector by enhancing guest experiences, optimizing operations, and promoting cost-effective sustainability initiatives. Investments in sustainable practices, such as energy-efficient systems and waste reduction strategies, are essential for long-term growth. Case studies from major hotel chains, including Hilton and Marriott, showcased AI-driven solutions for energy management, food waste reduction, and predictive maintenance. The presentation also emphasized the need for holistic sustainability education, integrating AI and eco-friendly policies across all levels of hotel operations. Additionally, India's growing AI capabilities position it as a leader in digital

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transformation, with AI expected to play a critical role in economic growth and sustainable development.

**Professor Dimitrios Buhalis, Director e-Tourism Lab, Bournemouth University, United Kingdom**, delivered a compelling keynote on “*Smart Tourism Boosting Tourism in the U.K.*” He explored the transformative impact of emerging technologies, particularly Artificial Intelligence (AI), the Internet of Things (IoT), and the Metaverse, on the tourism industry. Highlighting the concept of Smart Tourism, he emphasized how AI and IoT enhance customer engagement, optimize operations, and create seamless, personalized travel experiences. The Metaverse was introduced as a revolutionary tool enabling virtual tourism, allowing travelers to explore destinations digitally before visiting. He also discussed AI-driven solutions such as chat bots, predictive analytics, and automation, which are reshaping traveler interactions. Virtual Reality (VR) was underscored as a critical tool for accessibility and tourism marketing. Addressing ethical challenges, he raised concerns about data privacy and cyber security as AI becomes more integrated into the sector. He stressed the need for continuous innovation to remain competitive and meet evolving traveler expectations. Furthermore, he advocated for stronger collaboration between academia, industry, and technology developers to ensure the effective and sustainable adoption of Smart Tourism in the future.

## **TECHNICAL SESSIONS**

### **Technical Session I: AI and Technology in Hospitality and Tourism**

**Chairperson: Dr. Sharda Sharma**

The theme of the technical session focuses on the integration of technology and artificial intelligence in the hospitality and tourism sector. This has brought about a transformative change that surpasses all expectations. The hospitality industry, where personalized experiences are a key feature, incorporation of AI offers a plethora of opportunities to create memorable guest experiences whilst streamlining hospitality operations.

#### **THE USE OF ICTs IN FRONT OFFICE DEPARTMENT**

***Banerjee, A.***

This research investigates the impact of Information and Communication Technologies (ICTs) on the Front Office Department of hotels. The study evaluates ICTs' contribution to operational efficiency, customer satisfaction, and overall performance. It assesses current ICT usage, identifies challenges and opportunities, and proposes strategies for improved integration

#### **Immersive Wine and Food Pairing Education: Harnessing Large Language Models and Computational Intelligence for Adaptive Learning Systems**

***Gupta, A., Singh, M., & Sharma K.***

The research examined the integration of Large Language Models (LLM) and Computational Intelligence (CI) tools with traditional wine and food pairing education to enhance learning adaptability. Traditional methods, while valuable, faced challenges with complex terminology and limited personalization, which LLM and CI addressed through tailored recommendations and real-time feedback. Experimental findings revealed that combining AI-driven tools with



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conventional approaches significantly improved skill acquisition, confidence, and user experience. However, challenges such as data bias, privacy concerns, and information quality needed to be addressed to ensure reliability. The study recommended hybrid learning models and AI advancements to further refine personalized wine education.

### **AI-Enabled Food Safety Management the Future of Hygiene and Risk Prevention in Hospitality**

*Binakar, P.*

The research explored AI-driven food safety management in hospitality, emphasizing real-time monitoring, predictive analytics, and automation to enhance hygiene and risk prevention. AI-powered IoT sensors and computer vision improved compliance tracking, while predictive maintenance optimized kitchen operations. Case studies from major hospitality brands demonstrated AI's role in contamination prevention and staff training. However, challenges such as high costs, data security, and resistance to AI-based surveillance were identified. The study highlighted AI's potential in ensuring food safety compliance, operational efficiency, and sustainability in the hospitality industry.

### **Exploring The Enhancement of Life Skills Of Hotel Management Students Through Application Of AI: A Theory Synthesis Approach**

*Sharma, S., Sajnani, M., & Singh, S.*

The research examines the role of AI in enhancing life skills among hotel management students, emphasizing communication, critical thinking, emotional intelligence, and adaptability. AI-driven tools provide personalized learning, real-time feedback, and immersive simulations to improve student competencies. The findings highlighted the hospitality industry's growing demand for skilled professionals and the need for AI integration in education. Despite resistance from educators, aligning curriculum and infrastructure with AI applications was deemed essential for industry readiness. The study recommended strategic AI adoption to foster essential skills and better prepare students for evolving hospitality sector challenges.

### **28<sup>th</sup> February, 2025 - Day 2 of IIHTTRC**

An online research workshop on "Adoption and use of AI tools in tourism & Hospitality Research" was taken by **Dr. Youssef El Archi, Research Collaborator-Centre for Tourism Research, Development & Innovation (CiTUR), Polytechnic Institute of Leria, Portugal**. In his keynote address, Dr. Archi emphasized the shift from simply using Generative AI (GenAI) for research to actively researching within the realm of GenAI. He highlighted its transformative role in automating literature reviews, enhancing data analysis, improving writing quality, correcting grammatical errors, and streamlining the review process. Dr. Archi further discussed the advantages and limitations of integrating GenAI in academic research. He elaborated on its potential as a comparative tool for human-coded versus AI-coded sentiment analysis, as well as its applications in neuroscientific research. Examples included AI-assisted eye-tracking studies and facial expression analysis, demonstrating the expanding scope of AI in behavioral research. Addressing ethical concerns, Dr. Archi cautioned against potential biases in AI-generated information, issues surrounding synthetic data creation, and risks related to plagiarism.

  
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and paper mills. He also raised concerns about dependency on AI-generated insights and data privacy risks in AI-powered research. In his concluding remarks, Dr. Archi discussed the future of AI in tourism research, emphasizing the evolution of AI-assisted academic workflows and emerging publishing models. He also shed light on green technologies, the role of GenAI in sustainable tourism, and the impact of virtual and augmented reality on tourism education and academic scholarship.

**Prof. Maharaj Vijay Reddy, Associate Dean (Research & Knowledge Exchange) at the Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom,** delivered an insightful keynote address on the integration of Artificial Intelligence (AI) in cultural heritage preservation. His presentation focused on the transformative role of AI in restoring, classifying, and digitizing heritage assets while addressing conservation challenges.

Prof. Reddy highlighted a case study on the Great Nicobar Biosphere Reserve, emphasizing its unique biodiversity and indigenous communities and reflecting on the devastating impact of the 2004 Tsunami on the Andaman and Nicobar Islands. Additionally, he discussed the need for tourism revival in post-conflict Kashmir, drawing lessons from Northern Ireland's recovery efforts (2015, 2019-2022). He emphasized heritage preservation efforts for key sites, including the Ambaran Buddhist Stupa, Naranag Temple Complex, Buniyar Temple, Hari Parbat Fort, and Pari Mahal. Expounding on AI's role in cultural heritage preservation, Prof. Reddy detailed various AI applications, such as image analysis, restoration, object recognition, text transcription, virtual reality (VR), and augmented reality (AR) for heritage digitization. He further elaborated on AI's capabilities in maps, music, images, and 3D object virtualization, enhancing historical documentation and accessibility. Prof. Reddy also addressed ethical considerations in AI-driven conservation, emphasizing the importance of interdisciplinary collaboration for responsible AI implementation. He underscored the need for training professionals to integrate AI effectively into heritage conservation practices. In conclusion, the keynote highlighted how AI is revolutionizing heritage preservation through digitization, automation, and immersive technologies. He stressed the significance of ethical AI use, strategic funding, and interdisciplinary cooperation to ensure long-term sustainability in cultural heritage conservation.

## TECHNICAL SESSIONS

### Technical Session II: Sustainable Development & Green Practices

Chairperson: Prof. Sarah Hussain & Prof. Vikas Singh

The theme of the technical session focuses on the significance of **Sustainable Development & Green Practices** in fostering environmental responsibility within the hospitality and tourism industry. Implementing eco-friendly initiatives such as energy efficiency, waste reduction, and sustainable sourcing can enhance operational sustainability while reducing carbon footprints. The integration of AI and smart technologies further strengthens green practices by enabling real-time monitoring, predictive maintenance, and data-driven decision-making for long-term environmental conservation.

**The Green Path: A Bibliometric Journey through Environmental Sustainability and Ethical Development**

  
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*Kumar, S., Kaushal, N., & Nazma*

The presentation examines the progression and emerging trends in research on environmental sustainability and ethical development. Utilizing bibliometric analysis of Scopus data from 2008 to 2024, it highlights key scholars, influential publications, and leading journals across environmental science, ethics, and social sciences. The study identifies prominent themes, including Sustainable Development Goals (SDGs), Corporate Social Responsibility (CSR), and climate change mitigation, while also recognizing the growing significance of AI ethics, blockchain, and green technology. It emphasizes the need for further research on ethical policies, AI-driven sustainability strategies, and sustainability challenges in developing countries to ensure a well-rounded approach. The findings reinforce the importance of continuous innovation and international collaboration in addressing environmental and ethical concerns, shaping the future direction of sustainability research.

**Understanding behaviour and nutrition trends of consumers in consuming food at restaurant, cafe, and kiosk: A systematic review**

*Chopra, B. & Seth, U.*

The presentation delves into the changing dynamics of consumer behavior and nutritional preferences when dining out. As eating outside becomes increasingly popular, consumers now seek not only quality food but also enhanced dining experiences. The study analyzes key factors influencing consumer choices at restaurants, cafes, and kiosks, offering valuable insights that food establishments can leverage to improve customer satisfaction and loyalty. Additionally, it underscores the importance of a holistic approach, where ambiance, diverse menu offerings, and entertainment play a crucial role in maintaining a competitive edge. By incorporating healthier food options and elevating the overall dining experience, food outlets can attract a broader customer base while fostering long-term loyalty. This research serves as a strategic guide for food businesses, enabling them to make informed decisions and refine their service offerings to meet evolving consumer expectations.

**Dr. Anestis Fotiades, Assistant Dean of Research & Outreach at Zayed University, UAE,** delivered a compelling keynote addressing the evolving dynamics of tourism and hospitality research. He emphasized the critical role of Artificial Intelligence (AI) and data analytics in shaping consumer behavior, operational efficiency, and strategic decision-making. Highlighting recent advancements, he discussed the significance of sentiment analysis, visual marketing, and halal-friendly attributes in catering to diverse consumer segments. Dr. Fotiades concluded by stressing the need for interdisciplinary collaboration, policy-driven innovation, and academic-industry partnerships to drive sustainable growth in the sector.

**Technical Session-III: Contemporary Tourism & Hospitality: Trends & Issues**  
**Humans in Tourism & Hospitality: Employees & Customer Satisfaction**  
**Chairperson: Prof. Piyush Sharma & Prof. Suneel Kashyap**

The theme of the technical Session focuses on the rapid transformation, driven by evolving consumer preferences, technological advancements, and global challenges in the tourism and hospitality industry. Digitalization and the integration of Artificial Intelligence (AI), Virtual



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Reality (VR), and Augmented Reality (AR) are enhancing customer experiences and operational efficiency. The increasing demand for personalized experiences has put pressure on businesses to leverage big data and AI-driven analytics. Additionally, the impact of climate change, overtourism, and geopolitical instability pose risks to long-term sustainability. To remain competitive, industry stakeholders must embrace innovation, adaptability, and resilience, ensuring a balance between profitability, guest satisfaction, and environmental responsibility. The future of tourism and hospitality lies in sustainable practices, smart tourism solutions, and enhanced customer engagement.

### **A Bibliometric Analysis of Forecasting Tourist Arrivals: Emerging Methodologies, Trends, and Future Directions**

*Prasad, P. K. & Datta, K.*

The presentation offers a comprehensive bibliometric analysis of tourism demand forecasting, highlighting its increasing significance amid rising global competition and recent disruptions such as the COVID-19 pandemic. It examines key research areas, identifying the most influential authors, articles, and journals, along with the prevailing forecasting methodologies. Findings indicate a notable surge in tourism forecasting research since 2014, peaking in 2021 and 2022. The study emphasizes the necessity of ongoing methodological advancements, interdisciplinary collaboration, and improved data analytics to enhance forecasting accuracy. These insights are vital for policymakers and industry leaders to develop more effective tourism management strategies.

### **Tourism experience in Sri Lanka: Insights from online reviews**

*Mehta, P., & Binoy, T. A.*

This research paper analyzed tourist reviews of attractions in Sri Lanka, revealing predominantly positive sentiments towards nature-based tourism, such as tea gardens and beaches. However, concerns over animal welfare were expressed, particularly at wildlife attractions perceived to exploit animals. Emotional highlights included joy, trust, and anticipation, indicating a generally positive tourist experience. Regional differences in sentiment were observed, suggesting the need for location-specific strategies in tourism management and marketing. The study also highlighted the importance of developing alternative tourism destinations, addressing sanitation and overpricing issues, and preventing tourist scams to ensure a safe and enjoyable experience for visitors. Notably, the analysis showed no significant change in emotional response despite a decline in international tourist arrivals following the Easter Sunday bombings in 2019.

### **The trust factor: Navigating the link between tourist satisfaction and tourists citizenship behaviour**

*Chamoli, A., & Agarwal, N.*

This study delves into the intricate relationships between Perceived Value, Service Quality, and Destination Image, and their profound impact on Tourist Satisfaction and behaviour. The research underscores the vital role of trust, value-driven experiences, and consistent service quality in moulding tourist perceptions. The findings emphasize that these elements are crucial in shaping a tourist's overall satisfaction and loyalty. Trust, in particular, emerges as a key moderator, strengthening the positive relationship between tourist satisfaction and loyalty. The

  
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study's insights have significant implications for tourism stakeholders, highlighting the need to deliver value-driven experiences, maintain consistent service quality, and foster trust. By understanding these dynamics, stakeholders can develop effective strategies to boost tourist satisfaction and loyalty. This, in turn, can have a positive impact on the tourism industry as a whole, driving growth and development. Ultimately, the study provides a valuable framework for enhancing the tourist experience and promoting sustainable tourism practices.

## AI in Hospitality Education

*Yadav, R., Jyotsna, & Kumar, R.*

The presentation explores the increasing significance of Artificial Intelligence (AI) in hospitality education, focusing on educators' perceptions, acceptance, and awareness of AI tools within Indian institutions. As the hospitality and tourism education sector continues to grow, AI is emerging as a transformative tool that enhances teaching methodologies, optimizes administrative operations, and supports data-driven decision-making. Key insights from the presentation highlight AI's potential to enrich learning experiences, improve operational efficiency, and address skill gaps in the industry. Additionally, the presentation emphasizes the importance of institutional support, faculty training, and strategic policy implementation to overcome resistance to AI adoption. It provides valuable perspectives on how AI can revolutionize hospitality education and outlines practical strategies for its seamless integration into academic institutions.

The 15<sup>th</sup> India International Hotel, Travel & Tourism Research Conference witnessed the **unveiling of the Chandiwala Co-Creation Research Lab**, a pioneering initiative aimed at fostering collaboration between industry and academia in hospitality and tourism research. This lab aims to serve as a hub for innovative projects, interdisciplinary research, and knowledge exchange, empowering stakeholders to co-create transformative solutions that drive sustainable development.

The panel discussion during the unveiling of the Chandiwala Co-Creation Research Lab at the 15<sup>th</sup> IIHTTRC featured distinguished experts from academia and industry. The session, moderated by **Prof. R.K. Bhandari, Principal, BCIHMCT**, brought together esteemed panelists, including **Prof. Maharaj V. Reddy, Associate Dean (Research & Knowledge Exchange), Faculty of Art, Business & Social Science, University of Wolverhampton, United Kingdom**; **Prof. Nimit Chowdhary, Professor & Head (Tourism), Faculty of Management Studies, Jamia Millia Islamia University**; **Mr. Rakesh Sethi, General Manager, Radisson Blu Dwarka, New Delhi**; **Dr. Sitanshu S. Jena, Dean, School of Vocational Studies, Dr. B.R. Ambedkar University, Delhi**; **Prof. Arun Kumar Singh, Director, FHRAI-IHM, Greater Noida**; and **Prof. Rajiv Mishra, Dean, School of Hospitality & Tourism, Galgotias University**. The panelists shared valuable insights on industry-academia collaboration and innovation in hospitality and tourism research.

The Co-Creation Lab panel discussion emphasized **Continuing Professional Development (CPD)** as a key driver of industry-academia collaboration. **Prof. Maharaj V. Reddy** highlighted

  
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the significance of **Knowledge Transfer Partnerships (KTPs)**, where industry, government, and academia collectively fund research and innovation to bridge skill gaps and drive sustainable growth. **Prof. Arun Kumar Singh** highlighted that the **Co-Creation Lab is the first of its kind in India** within a hospitality and tourism institute. He emphasized the urgent need for **reformation and advancement in hospitality education** to align with the evolving industry landscape. Noting the sector's rapid transformation, he pointed out that **India is the only country where 21 hotel management colleges are operated by the government**, underscoring the nation's strong commitment to hospitality education.

**Prof. Nimit Chowdhary** emphasized the need for academia to break out of its silos and actively engage with the industry to align research with real-world challenges. He stressed the importance of including **society as a key stakeholder** to understand its expectations, ensuring a **continuous dialogue among academia, industry, and society** for meaningful and impactful innovation in the hospitality and tourism sector. **Mr. Rakesh Sethi** emphasized the need for a **structured interaction between industry and academia**, facilitated by **designated nodal officers on both sides**. He highlighted that the evolving industry landscape demands **greater flexibility and openness to ideas from the younger generation**, making **constant dialogue between academia and industry essential** for fostering innovation and growth.

**Dr. Sitanshu S. Jena** emphasized the need for a **strategic model** where the industry actively invests in academia-driven initiatives like the Co-Creation Lab. He highlighted the importance of **stakeholder experience-sharing** to ensure the lab's success and stressed that **students should acquire diversified knowledge** to enhance their employability in the evolving hospitality and tourism sector. **Prof. Rajiv Mishra** highlighted that **research is mandatory** for industry advancement and should leverage **real-time traveler data** for deeper insights. He emphasized the need to **digitize carbon footprint tracking** and develop **practical tools, models, or products** that the industry can implement. Additionally, he suggested **gamifying research** to enhance engagement and stressed that **sustainability efforts must integrate digitalization** for greater impact, aligning with the objectives of the Co-Creation Lab.

### 1<sup>st</sup> March, 2025 - Day 3 of IIHTTRC

The keynote speech by **Prof. Kumar Ashutosh, Head, Department of Continuing Education and Extension, University of Delhi**, explored the transformative impact of Artificial Intelligence (AI) in the tourism and hospitality industry. He highlighted how AI advancements have streamlined operations, enhanced customer experiences, and improved data interpretation, making decision-making more efficient. Airlines and hotels are increasingly leveraging AI for innovation and service optimization, yet the human touch remains irreplaceable in hospitality. Addressing concerns about AI-driven job displacement, he emphasized that job replacement in the sector remains minimal, with AI acting as an enabler rather than a substitute. However, he also pointed out a key challenge—the inability of AI to interpret data effectively due to improper filtration, which necessitates further refinement for optimal industry application.

  
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**Special Technical Session-IV**  
**(UG & PG Student Researchers)**

The **UG & PG Student Researchers** session at the 15<sup>th</sup> IIHTTRC, chaired by **Dr. Saurav Chhabra, Dean, Vatel Hotel & Tourism Business School, Sushant University, Gurugram**, featured insightful research presentations on contemporary topics in hospitality and tourism. The studies explored key themes such as guest experience with digital menus, the impact of ambience on customer satisfaction, accessibility at historical monuments, sustainability and guest loyalty in luxury hotels, challenges faced by tourists at heritage sites, the integration of hydroponics in hotel dining, and catering management at large-scale pilgrimage events. **Notably, research initiatives are being actively undertaken by undergraduate students, reflecting a strong emphasis on academic engagement and industry-oriented learning.**

**Valedictory Ceremony**

The 15<sup>th</sup> IIHTTRC concluded with **Professor R.K. Bhandari, Principal, BCIHMCT**, expressing gratitude to all delegates, students, and participants for their valuable contributions. He acknowledged the collective efforts that made the event a success and emphasized the importance of ongoing collaboration between academia and industry. **Reflecting on the conference theme, "Re-thinking Tourism & Hospitality: AI and Sustainable Transformation," he highlighted the critical role of innovation and sustainability in shaping the future of the sector.**



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