

SOURCE OF INSPIRATION



Smt. Anandiben Patel

Hon'ble Chancellor and Governor
Uttar Pradesh

Chief Patron



Prof. Vinay Kumar Pathak

Hon'ble Vice – Chancellor
CSJM University Kanpur

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Convener

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CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY KANPUR

Accredited A++ by NAAC, Category-I University Graded by UGC

Organizes

One Week Faculty Development Programme on

**"EMERGING AI TRENDS IN HOSPITALITY AND TOURISM:
RESEARCH, EDUCATION, AND HIGH-IMPACT PUBLICATION
STRATEGIES"**

Venue:

**CONFERENCE HALL,
INTERNATIONAL
CENTER**

Date:

**22ND NOVEMBER 2024
TO 28TH
NOVEMBER, 2024**

**SESSION 1- 10:00AM
TO 1:00 PM**

**SESSION 2- 2:00PM
TO 5:00 PM**



ABOUT CSJMU KANPUR

The Chhatrapati Shahu Ji Maharaj University, Kanpur (Formerly Kanpur University, Kanpur) was established in the year 1966. Prior to the establishment of the University, affiliation of colleges in its vicinity were to the Agra University. In the year 1949, the Radha Krishnan Commission suggested the establishment of a university in Kanpur with the aim of reducing the pressure on Agra University. To fulfil this demand, in the year 1966, the state government established Kanpur University under the Kanpur and Meerut Universities Act 1965 with the motto "Aroh Tamso Jyoti" (Rise from darkness to light). In the preamble it is stated that Kanpur University will initially have an affiliating character but will gradually assume the shape of residential University. The University proudly celebrate its 57th foundation day on February 9 every year.

In the year 2004, there were 202 colleges of which 77 were aided and 125 self financing colleges. There were 20 ayurvedic and Unnai colleges affiliated to the University which included 10 Government colleges and 10 private colleges. There were also constituent colleges including GSVM Medical College and Nursing College. There are 952 colleges spread over eleven districts of the UP state were affiliated to CSJM University.

During more than four decades of its existence, the University established itself firmly as a quality teaching and research institution. The Research Degree Committee (RDC) in each subject was established to monitor and promote research in respective subject areas. In 2016, the University established funds for granting aid for research projects submitted by faculty members of the university and affiliate colleges. The University also pioneered the use of E-governance tools for admission and online governance.



OUR ELITE MEMBERS



DR. ANIL KR. YADAV
REGISTRAR



PROF. SUDHIR K AWASTHI
PRO VICE CHANCELLOR



SHRI ASHOK KUMAR TRIPATHI
FINANCE OFFICER



PROF SUDHANSHU PANDYA
DIRECTOR, DEAN ADMINISTRATION



PROF. SANDEEP KUMAR SINGH
DIRECTOR, IQAC



DR. BRISHTI MITRA
DIRECTOR, DEAN ACADEMICS



PROF RK DWIVEDI
DIRECTOR, CDC, CSJM UNIVERSITY

ABOUT THE DEPARTMENT

School of Hotel Management (SOHM) an autonomous body in Chhatrapati Shahu Ji Maharaj University formerly known as "Kanpur University" The Institute was established in 2010. More than 500 Students have graduated with diploma or degree in Hotel and Hospitality administration.

Professional hospitality education and training today have assumed significance catering to the global hospitality industry and other service sectors provides the skills, knowledge, and hands-on training for professional development. Hospitality business is poised to create many new jobs, requiring appropriate education and training at all levels in this specialized sector of education. Teaching in this specialized area integrates both education and training to create and equip both supervisory level and entry level through a mix of education and training activities. The requirement in this modern arena is to provide a trained manpower in Hospitality and Hotel Administration. Hotel management degree program can be obtained through our regular Bachelor's Degree course (BHMCT), 18 Months Diploma Course and 6 Months Certificate Course



ABOUT THE FDP

The Faculty Development Program (FDP) conducted by the Hotel Management Department focused on "Artificial Intelligence in Hospitality" and spanned over seven days. This intensive program aimed to equip educators with the latest AI-driven tools, techniques, and knowledge relevant to the evolving hospitality industry. Sessions covered AI applications that enhance guest experiences, such as virtual concierge services, predictive analytics for personalized marketing, and AI-driven housekeeping systems.

OBJECTIVES OF THE FDP:

- *Equip educators with knowledge of AI applications in hospitality to enhance teaching.
- *Introduce AI-driven tools for improving guest experiences and operational efficiency.
- *Explore personalized marketing, virtual concierge services, and predictive analytics.
- *Provide hands-on training for integrating AI in areas like housekeeping and inventory management.
- *Enable educators to prepare students for AI-centric roles in the evolving hospitality industry.

TOPIC FOR DISCUSSION

- Leveraging AI for eco-friendly practices in tourism and hospitality
- The role of AI in customer service and support in hospitality
- The impact of AI on curriculum design in hospitality education
- AI Technologies & their transformative effects on Hospitality & Tourism Education
- How AI transforms food production in hospitality management education
- The magic of ai in hospitalitythe magic of ai in hospitality
- Using AI to predict and manage crises in the tourism sector
- Streamlining planning and logistics through AI tools
- Identifying skills needed for the next generation of hospitality professionals in an AI-driven environment
- Exploring the use of AI in smart room technology and automation
- Using AI to forecast trends and consumer preferences

RESOURCE PERSON



PROF. SUNIL KR. KABIA
PROFESSOR
BUNDELKHAND
UNIVERSITY



DR. JATASHANKAR TIWARI,
ASSOCIATE PROFESSOR, IGNOU



PROF.(DR.) SANDEEP WALIA,
REGISTRAR & DEAN ACADEMICS, THE
CVM, UNIVERSITY, VALLABH
VIDYANAGAR, ANAND, GUJARAT

RESOURCE PERSON



DR. SATVEER SINGH
ASSISTANT DIRECTOR
NCHMCT



DR. SANJEEV SAXENA
ASSOCIATE PROFESSOR
ASSAM UNIVERSITY



CHEF PARVINDER BALI,
CELEBRITY, CHEF OBEROI
GROUP OF HOTELS

RESOURCE PERSON



**DR. PRASHANT
GAUTAM,
PROFESSOR, IHTM DEPT,
PANJAB UNIVERSITY**



**DR. SUDHIR ANDREWS,
AUTHOR
AND HOSPITALITY
EXPERT**



**PROF RANBIR SINGH,
CENTRAL
UNIVERSITY OF
HARYANA**

RESOURCE PERSON



**DR. ANILA THOMAS, ASSOCIATE
PROFESSOR, HOD, DEPARTMENT OF
TOURISM & TRAVEL MANAGEMENT,
JYOTI NIVAS COLLEGE BANGLORE**



**DR POOJA CHOUDHARY,
ASSISTANT PROFESSOR
, UNIVERSITY OF KOTA, RAJASTHAN**



**DR LIPIKA K GULIANI,
ASSISTANT PROFESSOR,
PANJAB UNIVERSITY**



**PROF. (DR.) SARAH HUSSAIN,
DEPARTMENT OF TOURISM
AND HOSPITALITY
MANAGEMENT,
JAMIA MILLIA ISLAMIA**

WHO CAN PARTICIPATE?

Industry delegates, Research Scholars and Faculty members of School of Hotel Management/ Management/Social Sciences can benefit from this FDP.

HOW TO APPLY?

This course will be conducted in person at the Conference Hall, International Center, CSJM University Kanpur. Candidates can register by submitting the registration form. Registration forms can be downloaded using the link below. Candidate should bring their own laptops with specified Configuration.

Payment Link: <https://paytm.me/PYTMPS/Zoobl4E>

Registration Link : <https://forms.gle/nTcdeR6k6bsjVnNTA>

S. No.	Offline Mode	Online Mode	
Faculty Member	1500	1000	
Delegates	1500	1000	
Research Scholar	1000	800	
Csjm Faculty	1000	1000	

NOTE TO THE PARTICIPANTS

Participants should make their own arrangements for staying, breakfast, lunch and dinner. However, on prior request and additional payment accommodation may be arranged on first come first serve basis subject to availability of rooms in the university hostel/guest house.

Registration fees will not be refunded under any circumstances.

FOR QUICK ACCESS



SCAN TO REGISTER



SCAN TO PAYMENT