

Atharva Institute of Management Studies

Activity / Event report

Name of event	: IT TALKS Episode 26
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 17 January 2022
Class / Sem	: MMS/PGDM BATCH 2020-2022
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Shivang Sharma (MMS) Sneha Kamalpuria (MMS)
Resource person	: Dr. Abhijit Sarkar
Organization	: BNP Paribas
Designation	: Sr. Vice President
Contact no.	: 9664433340
Email ID	: abhijit.sarkar@sharekhan.com

DESCRIPTION

Objectives:

- Impact of IT in Travel and Hospitality Industry.

Key Takeaways:

- Introduction to the speaker.
- Understanding what all things come under tourism and hospitality industry.
- Hospitality Industry:
 - Food & Beverage Industry
 - Lodging & Boarding Industry
 - Amusement Parks
 - Travel & Tourism Industry
 - MICE Industry (Meetings, Conferences, Events, etc.)
- How big is tourism and hospitality industry in India?
- How can tourism industry be related to hospitality industry?
- What are different types of tourism and hospitality?
- The skills required in tourism and hospitality industry:
 - Empathy
 - Qualification
 - Versatility of managing different types of customers
 - Ability to work as a team
 - Ability to manage the stress
 - Problem solving skills
 - Positivity
 - Techno-savvy
- Role of IT in tourism and hospitality industry.
- The factors affecting tourism and hospitality industry:
 - Environment
 - Historical Significance

- Religious Significance
- Technology
- How much has IT affected tourism and hospitality industry?
- The risks involved in tourism and hospitality industry:
 - Cybersecurity
 - Hygiene
 - Branding
 - Staff
 - Poor infrastructure
- Impact of COVID-19 on tourism and hospitality industry.
- Biggest Challenges faced by both the tourism and hospitality industry.
- What are the current and future trends of tourism and hospitality industry?
- Future trend: Sustainability.
- Message for students who are willing to pursue their carrier in tourism and hospitality industry.
- Strategies and tools to overcome recession post COVID.
- Pattern of quantity over quality has changed to quality over quantity.
- MBA in IT has huge demand in this industry, beside hospitality degree.
- Vote of thanks by Ms. Sneha Kamalpuria.

FLYER OF THE EVENT



**ATHARVA INSTITUTE OF
MANAGEMENT STUDIES**
(Affiliated to Mumbai University)

**ATHARVA SCHOOL
OF BUSINESS**
(Approved by AICTE)



IT AWARENESS PROGRAM



Episode No. 26



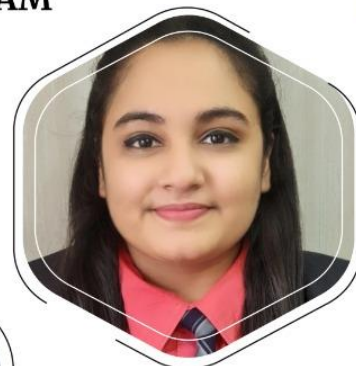
Mr. Shivang Sharma
Student, MMS, AIMS
Techno-ed Enthusiast
(Batch 20-22)

(Host)



Dr Abhijit Sarkar

Sr. Vice President & Country Head - Administration & Procurement
(Sharekhan Ltd), MBA (HR), BCom, Phd (Management Studies)



Ms. Sneha Kamalpuria
Student, MMS, AIMS
Techno-ed Enthusiast
(Batch 20-22)

(Host)

IT in Travel and Hospitality Industry

15th January, 2022
9:30 AM - 10:30 AM

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Flyer Designed by: Piyush Chaudhary (MMS)

GLIMPSES





EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks for all.

Live session was initiated by Sneha Kamalpuria.

Hosting was done by: Mr. Shivang Sharma & Ms. Sneha Kamalpuria.

This event was conducted under the guidance of IQAC, AIMS.