# PCTE GROUP OF INSTITUTES

FREEDOM TO EVOLVE

PCTE

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PCTE GROUP OF INSTITUTES
25
YEARS OF EXCELLENCE

## 13th

## INTERNATIONAL CONFERENCE ON "THE FUTURE OF HOSPITALITY, TOURISM AND FASHION : EMBRACING TECHNOLOGY AND INNOVATION"

MARCH 20-22, 2025

# ABOUT PCTE GROUP OF INSTITUTES

PCTE Group of institutes is a 25 years old global campus with students from over 64 countries, which makes it a melting pot of cultures. The college has nestled in the culturally vibrant state of Punjab, India, has been expertly cultivating future leaders. We provide a comprehensive educational experience, honing both practical skills and theoretical knowledge across a variety of disciplines. Our institute is a diverse and unique community allowing everyone to pursue unique professions and build lifelong friendships simultaneously. Students from diverse corners of the globe flock to our college, relishing in the college's tranquil environment while gaining enriching exposure to numerous fields of study. We are running courses in the following streams:

- Bachelor of Hotel Management

Staying true to its motto, "Freedom to Evolve," PCTE offers many academic and extracurricular opportunities so that students and faculty can engage in whatever intrigues them. The institute is affiliated with I.K.G. Punjab Technical University.

# About Conference

The rapid pace of technological advancements has ushered in transformative changes across various industries, and the realms o hospitality, tourism and fashion, are no exception. The theme of "The Future of Hospitality, Tourism, and Fashion: Embracing Technology and Innovation" highlights how these industries are leveraging cutting-edge technologies to not only enhance their business models but also meet evolving consumer demands and sustainability goals.

In tourism and hospitality, technology is redefining guest experiences and operational efficiency. The rise of smart tourism, enabled by the Internet of Things (IoT) and AI, is enhancing travel through personalized itineraries, seamless booking experiences, and contactless services. Virtual tourism and hybrid travel experiences are gaining momentum, offering new ways for people to explore destinations digitally, especially in the post-pandemic era. Furthermore, automation and robotics are playing an increasing role in hospitality services, from concierge robots to AI-powered room service, reshaping how businesses interact with guests.

Similarly, fashion, the integration of artificial intelligence (AI), data analytics, and augmented reality (AR) is revolutionizing design processes, retail experiences, and consumer personalization. From AI-driven design software to virtual try-on experiences, technology is shaping how brands interact with consumers. Sustainability is also becoming a focal point, with innovations in eco-friendly materials and production methods aiming to reduce the fashion industry's environmental footprint.

The convergence of hospitality, tourism and fashion, with technology creates exciting new opportunities for innovation.

Businesses are exploring collaborations across these sectors, such as virtual fashion shows, tech-enhanced travel experiences, and immersive hospitality services that blend the digital and physical worlds. This technological embrace is not just about improving efficiency and profitability but also about creating more sustainable, inclusive, and immersive experiences for consumers.

As these industries evolve, the focus on ethical technology—from data security to sustainable practices—will be paramount. The responsible use of technology, ensuring privacy protection and reducing negative environmental impact, will be critical as companies strive to meet consumer expectations for transparency and ethical business practices.

In conclusion, the future of hospitality, tourism, and fashion is intrinsically tied to technological innovation. Embracing these changes will enable these sectors to offer more personalized, sustainable, and immersive experiences for their consumers, while also enhancing operational efficiency and forging new business models. This theme invites businesses and individuals to think beyond the present and envision how technology can redefine the landscape of these industries in the coming years.

Key discussions will revolve around the following:

- The Integration of AI and Data Analytics in Hospitality, Tourism, and Fashion
- Sustainability and Innovation
- The Impact of Virtual and Augmented Reality (VR/AR)
- Automation and Robotics in Hospitality Services
- Ethical Technology and Consumer Trust

This conference aims to bridge the gap between technological advancements and industry transformation, fostering innovative solutions that are both sustainable and consumer-centric. By embracing cutting-edge technologies, we strive to create ethical, inclusive, and forward-thinking practices across hospitality, tourism, and fashion. Join us as we explore the future of these industries, where technology enhances experiences, promotes sustainability, and drives collaboration to build a more connected and responsible world.

## Key Conference Objectives

- Foster Discussions on the role of technology in enhancing hospitality, tourism and fashion industries.
- Explore the Role of AI and Data Analytics in personalizing customer experiences and streamlining operations across these sectors.
- Showcase Innovations in sustainable fashion, smart tourism, and automated hospitality services.
- Examine Ethical Challenges related to technology adoption, including data privacy, sustainability, and digital inclusion.
- Highlight Real-World Case Studies of how technology is transforming business models in hospitality, tourism and fashion.
- Encourage Collaboration between technology developers and industry leaders to push boundaries and create new opportunities.
- Promote Responsible Innovation, ensuring the responsible use of technology for creating inclusive and sustainable experiences.
- Address Consumer Trends, focusing on the demand for digital experiences, eco-conscious choices, and personalized services.
- Discuss the Future Workforce needs, including the integration of new skills and adaptability in technology-driven environments.

## Conference Highlights

- Plenary Sessions: Engage with prominent leaders who will provide valuable insights into the theme of resilience and interdisciplinary collaborations.
- Parallel Sessions: Participate in focused discussions and presentations on various sub-themes related to respective disciplines.
- Interactive Sessions: Get hands-on experience in using research to drive knowledge and interactive sessions.
- Networking Opportunities: Connect with fellow attendees, create new collaborations, and build lasting professional relationships.
- Poster Presentation Session: an event where researchers or practitioners display their work visually on large posters. These posters typically highlight the key points of a research study on AI on diverse fields.

## Participants

- ·Academicians and Researchers: Experts in hospitality, tourism and fashion and technology, focusing on the intersection of innovation and sustainability.
- ·Industry Professionals: Leaders and practitioners from hospitality, tourism and fashion sectors, particularly those implementing cutting-edge technologies.
- ·Entrepreneurs and Startups: Innovators developing technological solutions that enhance customer experiences, sustainability, and operational efficiency in these industries.
- Policymakers and Regulators: Officials focusing on the ethical use of technology, sustainability standards, and the regulation of emerging technologies in hospitality, tourism and fashion

- Students and Scholars: Emerging talents studying technology, sustainability, and innovation in the context of hospitality, tourism and fashion .
- Technologists and Developers: Professionals creating AI applications, IoT solutions, AR/VR tools, and automation technologies for the hospitality, tourism, and fashion industries.
- Consultants and Strategists: Advisors specializing in the integration of technology and innovation to transform business models and customer engagement.
- NGOs and Social Innovators: Organizations leveraging technology to promote sustainable practices, ethical standards, and inclusive growth within the hospitality, tourism, and fashion sectors.

## Technical Tracks



Hospitality

Tourism

Fashion Designing

1

2

3

Here are some potential conference topics in the field of allied to "The Future of Hospitality, Tourism and Fashion: Embracing Technology and Innovation"

# 1. HOSPITALITY

- The role of Cuisines in healing disease - sattwick/ ayurvedic Cuisine
- AI and Automation in Hospitality Services
- Smart Hotels and IoT-Connected Guest Experiences
- Sustainable Hospitality Practices through Technology
- Virtual and Augmented Reality in Hotel Marketing and Guest Experiences
- Robotics in Hotel Operations
- Data Analytics for Operational Efficiency in Hospitality
- Personalization in Hospitality with AI
- Technology-Driven Hotel Design and Architecture
- Homestays sustainability
- The Future of Customer Service in Hospitality: AI and Human Collaboration



# 2. Tourism

- AI-Driven Personalized Travel and Smart Destinations
- Virtual Tourism and Hybrid Travel Experiences
- Sustainable Tourism through Technology
- Blockchain and NFTs in the Tourism Industry
- Robotics and Automation in Tourism Services
- IoT and Smart Cities in Tourism
- Data Analytics for Travel Behavior and Trends
- Mobile Apps and Digital Platforms Enhancing Travel Experiences
- The Role of AR/VR in Destination Marketing
- AI in Travel Safety, Security, and Crisis Management
- Digital Marketing in Tourism
- Different Technology Usage in Tourism
- Information Communication Technology in Tourism



# 3. Fashion Designing

- AI and Machine Learning in Fashion Design
- Sustainable Fashion through Technology
- Augmented Reality in Fashion Retail
- Circular Fashion: Technology for Recycling and Waste Reduction
- Sustainable fabrics for travel friendly fashion
- AI in fashion styling and personalization
- Bio-fabricated material in luxury fashion
- Pop-up fashion boutiques in hotels
- Zero waste design for hospitality uniforms
- Robotics in fashion production for hotels

# Instructions & Guidelines

## Call for Papers: PCTE-ICSSR 2025

We invite researchers, practitioners, and students worldwide to submit original research papers for presentation at PCTE International Conference 2025.

## Submission Guidelines: Abstract

Abstract Length: 250 words
Keywords: 3-5
Font: Times New Roman
Font Size: 12
Title, Author(s) Name, Complete Affiliation(s), including pin code(s).

## Submission Guidelines: Full paper

Regular papers should be 6-10 pages in length, double-column format, and A-4 size, pdf format.
Word count: 3000-5000 words, including tables and figures.
Abstract: Less than 250 words.
References: APA 7th Edition format.
Presentations: Limited to 10 minutes.

## Submission Guidelines: Poster Presentation:

Guidelines for Preparation of Poster will be shared later.
For selected poster pitch presenter, 3 Minutes will be allotted during the technical session for presentation while Q&A will be held at your poster.

# Review Process

Submitted papers will be reviewed by a panel of experts from diverse fields. After reviewer recommendations, accepted papers will receive instructions for preparing the final manuscript.
For paper to be published in conference, it will be
obligatory for at least one of the authors to register and present the paper in the conference.

# Paper Submission, Awards & Certificates

Selected papers will be published in UGC-CARE journals, subject to screening by our conference technical and scientific committee, as well as the respective journal's review board. Authors will be responsible for paying publication charges after their papers are accepted, as per the journal's policies.

Additionally, PCTE International Conference 2025 offers awards for the Best Paper Presentation in each technical session, which will be presented during the valedictory function. Participants will also receive certificates from the session chairs at the end of each technical session.

# Link for Abstract Submission

https://forms.gle/kXUbLzdJr41NJtFNA

# Link of Paper Submission and Registration

https://forms.gle/ZtDavBcsBvDAUsir7t

## Registration Fee

| Category | National (INR) | International (USD) |
|---|---|---|
| Industry and Corporate | 2500 | 60 USD |
| Academicians | 2000 | 50 USD |
| Research Scholars | 1500 | 30 USD |
| Students | 1000 | 20 USD |

## Mode of Payment

PCTE Group of Institutes,
Thareeke (PB), Thareeke- 142021
Axis Bank A/c No: 910010026079162
IFSC CODE: UTIB0000198

# Organizing Committees

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Puebla-Mexico

# Important Dates

| | |
|---|---|
| Abstract Submission Deadline | Februrary 05, 2025 |
| Communication of Abstract Decision | February 10, 2025 |
| Full Length Paper Submission | February 25, 2025 |
| Acceptance of Paper Decision | March 5, 2025 |
| Early Bird Registration | March 10, 2025 |
| Last date of Registration | March 15, 2025 |
| Date of Conference | March 20-22, 2025 |

# Global Week

We are pleased to announce the upcoming Global Week at PCTE. An event where researchers from across the globe will gather on our campus to share their knowledge and insights with our students. We would be honoured to have you join us for this initiative and join us for 4/5 days during the event. Your expertise and international perspective will greatly benefit our students and contribute to their holistic learning experience.



The Global Week is scheduled to take place from 12th March, 2025 to 19th March, 2025 at PCTE Ludhiana. It will be a unique opportunity for cross- cultural exchange and learning. You will have the chance to interact with our enthusiastic students and fellow educators. We believe that your participation will enrich the educational landscape at PCTE and inspire our students to think globally. We look forward to your positive response. If you are available and interested, please let us know at your earliest convenience so that we can make the necessary arrangements. Feel free to reach out if you have any questions or require additional information.

# Excursion to Amritsar

After Conference, we have also planned for the trip to Amritsar Golden Temple. The tour will be available for the participants and accompanying person on payment basis. The Golden temple is famous for its full golden dome, it is one of the most sacred pilgrim spots for Sikhs. For more details, visit
 https://www.goldentempleamritsar.org/





Attari Border is an international border between India and Pakistan. The pomp and pageantry of the Beating Retreat and the Change of Guard within handshaking distance of the Indian and Pakistani forces makes for a most charming spectacle. For more details, visit.

https://amritsar.nic.in/tourist-place/wagah-border/

# Excursion to Chandigarh

We are also planning for a one day trip to Chandigarh only for International guests associated with Global Week on 12th March, 2025. Chandigarh, the dream city of India's first Prime Minister, Sh. Jawahar Lal Nehru, was planned by the famous French architect Le Corbusier. Picturesquely located at the foothills of Shivaliks, it is known as one of the best experiments in urban planning and modern architecture in the twentieth century in India.



Chandigarh derives its name from the temple of "Chandi Mandir" located in the vicinity of the site selected for the city.The deity 'Chandi', the goddess of power and a fort of 'garh' laying beyond the temple gave the city its name "Chandigarh-The City Beautiful". Some of the key attractions in Chandigarh are Rock Garden, Sukhna Lake, Zakir Hussain Rose Garden, Terraced Garden, Iskcon Temple Chandigarh, Topiary Park, Leisure Valley, Government Museum and Art Gallery.

# Awards & Ranking

- Ranked 64th out of 178 colleges among the best BHMCT colleges in India by India Today in 2021, and 61st out of 120 colleges in 2020.
- Ranked 63rd among the best Hotel Management colleges in India by India Today in 2024.
- Ranked 66th among the best colleges in India by The Week in 2024.

## Top 5 Achievements of Hotel Management

- INDIA BOOK OF RECORDS: Created 110 types of mojitos in just 1 minute. ATTEMPT:
- LIMCA BOOK OF RECORDS: Achieved the title for the Biggest Thali in the world.
- LIMCA BOOK OF RECORDS: Innovated with 400+ varieties of Golgappas.
- LIMCA BOOK OF RECORDS: Introduced 500+ unique types of Samosas.



# Glimpses of Conference 2024









# Social Media

https://www.facebook.com/share/T1yUcEJDQfYUQFgB/?mibextid=LQQJ4d

https://www.instagram.com/pctefacultyofhotelmanagement/profilecard/?igsh=MWdidGI5ZWV3ZTR0Yg==

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