

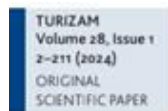


V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

VMSIHE Newsletter

Research Paper

A Research paper titled 'Analysing the Impacts of Artificial Intelligence Service Quality and Human Service Quality on Customer Satisfaction and Customer Loyalty in the Hospitality Sector' jointly written by Dr. Semele Sardesai, Dr. Edgar D'Souza, and Ms. Supriyanka Govekar, VMSIHE Faculty, was published in Turizam Journal on May 19th 2024.



Analysing the Impacts of Artificial Intelligence Service Quality and Human Service Quality on Customer Satisfaction and Customer Loyalty in the Hospitality Sector

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Analysing the Impacts of Artificial Intelligence Service Quality and Human Service Quality on Customer Satisfaction and Customer Loyalty in the Hospitality Sector.

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Keywords: AI Service Quality, Human Service Quality, Hospitality, SEM, Customer Satisfaction, Customer Loyalty

ABSTRACT

This study explores the differential role of artificial intelligence (AI) and human interface (HI) in the hospitality industry and their impact on customer satisfaction and loyalty. In response to intense competition, the industry is increasingly adopting advanced technologies such as AI and artificial intelligence robotics (AIR) to enhance customer service and improve the overall experience. The primary objective of this research is to investigate how hotel visitors perceive AI service quality and human service quality and how these perceptions influence consumer satisfaction and loyalty. Drawing on previous



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SECTION

Faculty Development Program (FDP)

FDP on AI for Educators

A 5-day Online FDP on “**AI for Educators**” organized by the Institute of Public Enterprise (IPE), Hyderabad from May 20 – 24, 2024, was attended by Dr. S. Sardesai.



Capacity Building Workshop



Capacity Building Workshop on “Leveraging Generative AI for Pedagogical Excellence in Higher Education” for Commerce and Management Cluster was organized by the Directorate of Higher Education, Govt. of Goa and Goa State Higher Education Council on 12th June 2024. Dr. Semele Sardesai, Department of Management attended the workshop.

Webinar

National Webinar on “Financial Empowerment through Wealth Creation” was organized by Ginni Devi Modi Institute of Education, Modinagar, Ghaziabad, UP and Association of Mutual Funds in India on 4th April 2024 and was attended by Dr. Sardesai.



Training Activity

NEP 2020 Orientation & Sensitization Programme

Mr. Frazer Rodrigues and Mrs. Nelissa Alcasoas completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by UDC-MMTTC, Goa University from 19-06-2024 to 28-06-2024.



Quality Initiative

NAAC Review Meeting

The IQAC of VMSIHE organized a NAAC review meeting for its faculty and staff on 26th June 2024. The Principal and the Administrator reviewed the SSR. All criterion coordinators presented and discussed their respective qualitative and quantitative data. Suggestions and areas of improvement were recommended.



Safety Measures

Fire and Safety Training Programme

Training on Fire and Safety was organized at VMSIHE on 19/4/2024 by Mr. Herculano Gil Souza from Fire Department, Margao Station. He conducted the session in Zurich classroom, followed by a practical session on the football ground.

Fifty Four participants including staff and faculty attended the training.





All aspect of fire safety and types of fire was discussed and the operation of fire extinguishers was also demonstrated. Many of the staff member had an opportunity to operate different types of fire extinguishers.

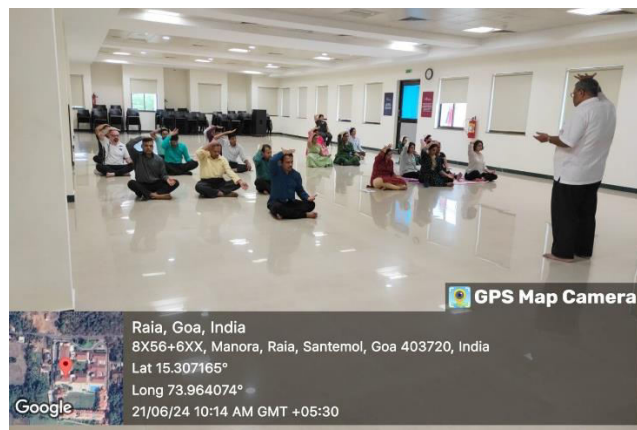


Wellness / Extension Programme

International Yoga Day 2024 - Managing Stress through Sahaja Yoga meditation

HR Department of VMSIHE along with Sahaja Yoga International, Goa, organized a Meditation session for the staff to commemorate International Yoga day on 21st of June, 2024.

Dr. Veeraj Mahatme was the resource person. The aim of the program was to teach Sahaja Yoga meditation to the participants and explain its benefits. Twenty two staff members attended the same.



At the end of the session, the participants were aware of the subtle system inside them and were able to practice Sahaja yoga meditation.



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