

# THE SILVER MOUNTAIN JOURNAL OF HOTEL & TOURISM STUDIES

(Hotel Management, Tourism & Hospitality,  
Sustainability, Technology & Strategies)

SMJHS  
THE SILVER MOUNTAIN  
JOURNAL OF HOTEL STUDIES



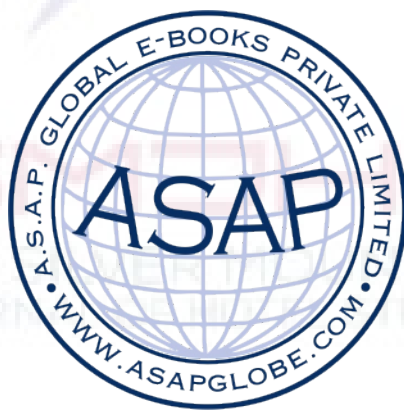
# **THE SILVER MOUNTAIN JOURNAL OF HOTEL & TOURISM**

**(Hotel Management, Tourism & Hospitality,  
Sustainability, Technology & Strategies)**

**Edited By:**

**Silver Mountain School of Hotel Management**

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**SMCHS**  
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## Preface

It is with great pleasure and enthusiasm that we present the second edition of The Silver Mountain Journal of Hotel & Tourism Studies (SMJHTS). This publication marks a significant milestone in our ongoing commitment to advancing the fields of hotel management, tourism, hospitality, and sustainability. Following the success of our inaugural edition, this journal continues to serve as a platform for rigorous academic research, providing critical insights into the contemporary challenges and innovations that shape these vital sectors. We are excited to share this volume with our readers and contributors, as it offers new perspectives, thoughtful analyses, and cutting-edge solutions that address the dynamic issues impacting the global hospitality and tourism industries.

In this second edition, we are proud to feature a collection of high-quality papers that explore a broad range of themes that are central to the evolving landscape of hospitality and tourism. The papers included in this journal reflect a combination of theoretical explorations and practical insights that aim to guide scholars, industry professionals, and policymakers in addressing the challenges and opportunities that lie ahead. As with our first edition, the second edition continues to emphasize the importance of a human-centred approach in hospitality and tourism. While technological advancements are integral to the future of these industries, the core value of human connection remains irreplaceable. This balance between innovation and tradition is a recurring theme throughout the journal, encouraging readers to consider how new technologies can complement rather than replace the human touch in hospitality.

We would like to express our deepest gratitude to our esteemed editorial board and all the contributors who have dedicated their time and expertise to ensure that this edition represents the highest standards of academic excellence. Our team of distinguished experts, including Dr. Narendra, Dr. Roxana, Dr. Sandilyan, and Dr. Makwindi, have played an integral role in guiding the content and direction of this journal. Their invaluable contributions have made this edition a comprehensive resource for anyone interested in the future of hotel management, tourism, and hospitality studies.

The SMJHTS provides a platform for dialogue and collaboration among scholars, educators, practitioners, and students, fostering a deepened understanding of the complexities and opportunities within the tourism and hospitality industries. As we move towards the publication of the third edition, we look forward to continuing to support research that addresses the pressing issues and innovative solutions that shape these fields.

In closing, we encourage all readers to engage with the papers in this edition, share their thoughts, and contribute to the evolving conversation. With the themes presented in this volume, we hope to inspire further research, policy development, and implementation of strategies that will help shape a more sustainable, innovative, and guest-centred future for the hospitality and tourism industries. We are confident that this edition of the journal will serve as a significant resource and a catalyst for further academic inquiry in these essential fields.

The Silver Mountain Journal of Hotel & Tourism Studies remains dedicated to promoting knowledge, understanding, and the continuous growth of the hospitality and tourism sectors. We are excited to see how the research presented in this edition contributes to the broader discourse and drives positive change in the industry.

We invite you to explore, learn, and contribute to the exciting future of hospitality and tourism through the pages of this journal.

SMJHTS  
THE SILVER MOUNTAIN  
JOURNAL OF HOTEL STUDIES



**Dr. (Chef) Subhadip Majumder**

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## From the Desk of Advisory Members



### Mr Samir Thapa

Chairman & Founder Principal  
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It gives me great pride and joy to share my heartfelt congratulations and best wishes on the upcoming release of the second edition of The Silver Mountain Journal of Hotel & Tourism Studies (SMJHTS). As the founder of Silver Mountain School of Hotel Management, it's incredibly rewarding to see this journal grow and continue to set a high standard for academic and industry-focused research in hospitality and tourism. From the very beginning, this journal has served as a space for meaningful ideas, thoughtful research, and forward-thinking conversations. It brings together voices from academia and the industry to explore the issues and opportunities shaping our field today. This second edition builds on that strong foundation and brings even more depth, variety, and relevance to the topics we care about. I'm especially pleased to see how this edition touches on critical themes – like the role of technology in enhancing guest experiences, the growing urgency for sustainable practices, and the human connection at the core of hospitality. These articles not only highlight innovation but also remind us of the values – kindness, care, and attention to detail – that truly define our industry.

The blend of academic insight and practical relevance makes this journal a valuable resource for anyone passionate about hospitality and tourism. I believe the research and ideas shared here will inspire new thinking, drive positive change, and spark important conversations both in Nepal and around the world. A sincere thank you to our editorial team, contributors, and reviewers – your hard work, dedication, and high standards have brought this journal to life once again. Your efforts ensure that SMJHTS continues to be a trusted source of knowledge and inspiration in our field. As we prepare to launch the second edition in July 2025, I look forward to seeing the conversations and impact it will generate. This journal reflects who we are as a school, and more importantly, what we stand for – excellence, innovation, and the heart of hospitality.

Congratulations once again to everyone involved.

Warm regards,



### Advisory Board

#### Mr. Bernie Quinn

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It gives me great personal pleasure to support again this estimable publication from Silver Mountain School of Hotel Management (SMSHM). This second edition from the academic team compiling the Silver Mountain Journal of Hotel and Tourism Studies builds on the exciting research ongoing in the vital arenas of hospitality and tourism. At a time of such global uncertainty featuring wars, financial crashes and mass migrations of peoples, our industries constantly perform to highest standards due to the training and professionalism of our people. Many of these professionals come from Kathmandu and their training has originated within the walls of Silver Mountain. I first visited Silver Mountain in January 2012 and met the four founding directors whom at that time had been training young Nepali's for around ten years. I was one of a few who had the pleasure to work with these directors towards setting up the first collaboration with a UK university to deliver a Hospitality & Tourism Management degree. Student numbers were small at first but grew rapidly as word spread of the high standards of teaching available in the school. Highly respected teachers and enthusiastic, committed directors working with international partners can be a heady mix of experience and passion. Today this passion expands with additional staff joining the team and students who have great pride in being a 'Silver Mountaineer'.

Today Silver Mountain continues to lead the way for other hotel management schools to follow. As students flock from around Nepal and neighbouring countries to study, the publication of such high-quality research also fulfils academic endeavours to continually inquire and ask questions as to how we improve and contribute to the industry we are so closely aligned with. This edition once again sees academic contribution from highly regarded researchers globally. This exciting edition includes themes of sustainability, destination management, emerging global trends and customer service in a highly technical age. I commend this publication for its originality and continuing dedication to push frontiers and advance the hospitality and tourism industry from the centre of Kathmandu.



## From the Desk of Vice-Presidents



### First Vice President

#### **Dr. Sandilyan Pagaldiviti Ramanujam**

(Professor and Director, Tourism and Hospitality Management,

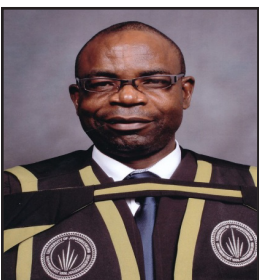
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It is my pleasure to announce the forthcoming publication from the Silver Mountain Journal of Hotel & Tourism Studies (SMJHTS), a testament to our commitment to advancing knowledge in the dynamic fields of hotel and tourism. This upcoming volume continues the journal's dedication to disseminating high-quality, peer-reviewed research, providing a vital platform for scholarly discourse and industry insights. The Silver Mountain School of Hotel Management (SMSH) has been a cornerstone of hospitality and tourism education since its establishment in 2002, fostering a distinct learning model and a strong research culture. Since 2011, its enduring partnership with Queen Margaret University (QMU) underpins its commitment to maintaining rigorous academic standards aligned with international benchmarks. This collaboration enriches the quality and global perspective of the research published in the SMJHTS.

The inaugural volume of the SMJHTS in 2023 featured impactful research addressing contemporary challenges within the industry, including explorations into human resource management practices and their strategic implications for quality and market positioning. This demonstrates the journal's focus on relevant and timely topics that resonate with both academic researchers and industry professionals. Building upon this foundation, the upcoming volume promises to deliver further cutting-edge research that contributes significantly to the theoretical understanding and practical application within the hotel and tourism sectors. The Silver Mountain School of Hotel Management's strong reputation for engagement with industry experts ensures that the research published in the SMJHTS holds practical value and informs best practices. We encourage researchers, academicians, and industry professionals to explore the upcoming volume for its wealth of knowledge and to consider the Silver Mountain Journal of Hotel & Tourism Studies as a valuable avenue for sharing their scholarly contributions. Further information regarding the journal and potential submission guidelines can be found through the Silver Mountain School of Hotel Management and The Hospitality Press.

We look forward to your engagement with this important academic endeavour.



### Second Vice President

#### **Dr Ngonidzashe Makwindi (PhD, MBA)**

(Senior Lecturer, Cultural and Heritage Tourism,

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It is with great pleasure that I welcome you to this latest issue of The Silver Mountain Journal of Hotel & Tourism Studies, a journal dedicated to advancing scholarly discourse and critical inquiry in the fields of hospitality, tourism and allied disciplines.

This issue brings together a diverse collection of research articles and case studies that explore contemporary challenges and innovations shaping our industry. From the evolving dynamics of sustainable tourism and digital transformation in hospitality services to policy implications for heritage conservation and community engagement, the contributions herein reflect the depth, rigor and relevance our journal aims to uphold.

As the tourism and hospitality sectors navigate ongoing global economic, environmental and social shifts, it becomes ever more essential to ground our practices in evidence-based insights. The articles in this edition not only offer theoretical perspectives but also present practical solutions that can inform decision-making, inspire academic collaboration and strengthen the link between research and real-world application.

I extend my gratitude to our editorial team, peer reviewers and contributing authors whose commitment to academic excellence has made this issue possible. I also encourage our readers, researchers, practitioners and students alike to engage critically with the works presented and to contribute to the growing dialogue around innovation, resilience and inclusivity in hospitality and tourism.

We look forward to your continued support and scholarly engagement.



## From the Desk of President



### President

#### **Prof. Roxanna Michaelides**

(Research Director at the College of Tourism & Hotel Management, Cyprus)

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As we proudly present the second edition of The Silver Mountain Journal of Hotel & Tourism Studies, I am filled with gratitude and a profound sense of purpose. This journal serves as a testament to the vibrant and ever-evolving field of hotel management, tourism, and hospitality,

where the confluence of innovation, sustainability, and technology shapes not only the academic discourse but also the practical strategies that drive our industry forward.

This edition reflects our unwavering commitment to advancing knowledge and establishing best practices within our fields. It is a curated selection of research and scholarly contributions that offer insights into the intricacies of sustainable tourism, the dynamic landscapes of hospitality management, and the transformative potential of technology. Each article/ research paper represents a significant contribution, encapsulating the diverse perspectives and academic rigor that are hallmarks of our journal.

I extend my deepest respect and heartfelt thanks to Dr. (Chef) Subhadip Majumder, our esteemed Convener. His expertise, vision, and collaborative spirit have been indispensable in shaping this edition. Together, we have nurtured an academic environment that not only values rigorous research but also fosters meaningful dialogue among scholars, practitioners, and industry leaders. Dr. Majumder's dedication and innovative approach have been pivotal in realizing our collective aspirations for the journal, and I am honoured to work alongside such an exceptional academic.

In our pursuit of excellence, we aim to bridge the gap between theoretical insights and practical application, providing our readers with valuable resources to navigate the complexities of the hospitality and tourism sectors. It is our hope that the research presented herein will inspire further inquiry, provoke thoughtful discussion, and ultimately contribute to the sustainable advancement of our fields.

As we embark on this new academic journey, let us remain committed to embracing innovation while respecting the traditions that have laid the foundation for our disciplines. Together, we are sculpting the future of hotel and tourism studies, and I look forward to the continued collaboration and exchanges of ideas that will emerge in the pages of this journal.

With sincere appreciation,

**SMJHS**  
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## From the Desk of Chief Editor



### Chief Editor

#### Dr. Narendra Kumar

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It is with immense pride and academic satisfaction that I present to you the second edition of The Silver Mountain Journal of Hotel & Tourism Studies (SMJHTS). As the Chief Editor, it is both an honour and a responsibility to lead a journal that serves as a vibrant confluence of research, reflection, and innovation in the rapidly evolving realms of hotel management, tourism, hospitality, sustainability, and technology. In an era marked by unprecedented global transformation, the hospitality and tourism sectors are navigating complex challenges while simultaneously uncovering novel opportunities. Our journal seeks to be not just a repository of scholarly work, but a beacon that illuminates the path forward – bridging the gaps between academic theory, industry practice, and policy formation. The academic voices captured in this edition represent a wide spectrum of geographies, specializations, and perspectives, all aligned with a common goal: to contribute meaningfully to the discourse on sustainable, innovative, and human-centred hospitality and tourism practices.

SMJHTS has energized and inspired us. Quality research and unique concepts were introduced in the first edition. This second edition expands on that momentum by exploring modern subjects including hospitality technology, AI integration in service delivery, gender equality in tourism spaces, wellness tourism, sustainable sourcing, and more. We carefully choose and peer-review each paper to ensure academic integrity and excellence. This edition is notable for its thematic scope and intellectual depth. The contents include emotive storytelling in visitor experience to blockchain in food sustainability, demonstrating our industry's complexity. Contributors have addressed the 'what', 'how', and 'why', questioning and redefining conventions and providing actionable ideas for future readiness.

This volume also continues to emphasize the journal's foundational belief in people-first hospitality. Amidst the rising tide of automation and digitization, the human touch remains irreplaceable. Our contributors have reflected this ethos, exploring ways in which technology can enhance – but never supplant – the essence of genuine hospitality. This balance between innovation and empathy defines the spirit of SMJHTS and underscores the kind of future we envision for the industry. I would like to extend my heartfelt gratitude to our exceptional editorial team, whose tireless work behind the scenes has shaped this edition with precision and care. Special appreciation goes to our Vice Presidents – Dr. Sandilyan Ramanujam and Dr. Ngonidzashe Makwindi – whose academic insight and guidance have been instrumental. To our esteemed President, Prof. Roxanna Michaelides, and Advisory Members, Mr. Samir Thapa and Mr. Bernie Quinn, your strategic vision and unwavering support continue to guide the journal's growth.

I am equally thankful to our Convener, Dr. (Chef) Subhadip Majumder, for his commitment and leadership in shaping this journal into a true academic asset. The diversity of themes covered in this edition – ranging from destination management and wellness tourism to food innovation and sustainability – reflects his deep understanding of the nuances and dynamics of the tourism and hospitality industries. This edition's papers represent worldwide discussion and change, not just academia. Tourism and hospitality must adapt to climate change, health problems, technology disruptions, and sociopolitical changes. It aims to capture this evolution and create a research ecosystem that analyses current conditions and forecasts future needs. This book should inspire students, educators, researchers, and industry professionals to think, talk, and create. Utilize content. Challenge ideas. Build on frameworks. You and I share this notebook, where knowledge meets purpose.

Looking forward, we aim to broaden our reach and enhance our interdisciplinary engagement. Future editions of SMJHTS will place greater emphasis on global comparative studies, grassroots innovations, and inclusive research methodologies. We also plan to incorporate emerging areas such as regenerative tourism, climate resilience in hospitality, digital nomadism, and entrepreneurial innovations in post-pandemic travel culture. In closing, I invite you to immerse yourself in the pages of this second edition. Each contribution offers a unique lens through which to view the ever-evolving landscape of hospitality and tourism. Whether you are an academic, a professional, or an aspiring student in this domain, I am confident you will find insights that resonate, ideas that challenge, and innovations that inspire. Let us together continue this journey of knowledge-sharing, critical reflection, and purposeful transformation. The Silver Mountain Journal of Hotel & Tourism Studies remains committed to being a conduit for scholarly excellence, strategic foresight, and sectoral growth.

## Theme and Sub-theme of the Journal

Sl. No.	Theme	Sub-theme	Title	Author(s)
1	Customer Experience & Personalisation	Emotional Connection & Storytelling	Importance of Collaborative Learning between the Hotel Industry and Academia	Ms. Shrikala Sawant
2	Destination Management & Tourism Promotion	Cultural Heritage Tourism	The role of Cultural and Heritage tourism in 2030 Agenda for Sustainable Development: Opportunities and Challenges; a case study of Malealea, Lesotho	Dr. Ngonidzashe Makwindi/ Ms. Ntsotiseng Matjeka
3	Destination Management & Tourism Promotion	Tourism Infrastructure Development	Balancing Tourism and Environmental Sustainability: Insights from Four Developing Nations	Dr. (Chef) Subhadip Majumder
4	Destination Management & Tourism Promotion	Tourism Infrastructure Development	Reviving Nepal's Hospitality Industry Post-Pandemic: Emerging Strategies and Challenges	Mr. Kushal Pokharel
5	Destination Management & Tourism Promotion	Tourism Infrastructure Development	The Future of Tourism and the spirit of Hospitality: The Role of Hospitality Higher Education (Case study Cyprus, COTHM, Nicosia/Cuprus)	Dr. Roxana Michaelides
6	Food & Beverage Management	Technology Integration in Service Delivery	Technological Innovations and Their Impact on the Hospitality and Food & Beverage Industries	Prof. (Dr.) Sandilyan Ramanujam Pagaldiviti/Mr. Arvind Kumar Rai
7	Food & Beverage Management	The Integration of AI and Robotics in Transforming Guest Dining Experience	The integration of AI and robotics in Guest dining experiences	Ms. Rafiya Banu
8	Global Trends	Gender Equality & Women's Studies	A comprehensive review on gender equality and women's studies in Kathmandu region of Nepal	Ms. Stuti Majumder
9	Global Trends	Wellness and Mental Health Tourism - The Ultimate Retreats in Hospitality	Health and wellness tourism concepts in the selected countries of the world	Dr. Marica Mazurek
10	Guest Experience and Personalisation	Holistic Health and Wellness	Employee Wellbeing and Its Impact on the Service Quality in the Indian Hotel Sector	Prof. (Dr.) Sandilyan Ramanujam Pagaldiviti/Mr. Birendra Kumar Roy

11	Guest Experience and Personalisation	Hyper Personalisation in Hospitality Industry: The Future of Tailored Guest Service	The Impact of Talent Management on Employee Job Satisfaction in the Hotel Industry	Ms. Mousumi Mukherjee/Mr. Sumit Biswakarma/ Prof. (Dr.) Sandilyan Ramanujam Pagaldiviti
12	Hotel Design & Architecture	Themes & Conceptual Design	Concept of Spatial Design in Food Plate Presentation	Ar. Sounak Majumder & Dr. (Chef) Subhadip Majumder
13	Sustainability & Eco-Friendly Practices	Sustainable Sourcing	A Study in Green Human Resource Management	Dr. Mousumi Chatterjee
14	Sustainability & Eco-Friendly Practices	Sustainable Sourcing	Exquisite Indian Traditional Cuisine: A Cultural Geography Study	Chef Sugata Mukherjee
15	Sustainability & Eco-Friendly Practices	Waste Management	Promotion of 3R in Waste Management: Opportunities and Challenges	Ms. Sharada Jnawali
16	Technology & Innovation	Blockchain & Security	Closing the Loop: Circular Economy Strategies for Food Sustainability	Dr. (Chef) Subhadip Majumder