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VOICE OF HOUSEKEEPERS



PHA
PROFESSIONAL
HOUSEKEEPERS ASSOCIATION
SYNERGIZING HOUSEKEEPING FRATERNITY

- a biannual e-inozine of PHA



CONTENTS

3 From the Desk of Founder
President & Chairperson

5 From the Desk of Editor

7 Report on 8th National
Housekeepers' Convention &
11th PHA Anniversary

10 Pan-India PHA Celebrations:
Chapter-wise Highlights

12 Bridging the generational divide
in Hospitality Housekeeping

14 Housekeeping: the Art and
Science of modern Facilities
Management

16 The multi-skilled Housekeeper:
Elevating hotel operations
through versatility and
excellence

18 Housekeeping today: Finding
the balance between systems
and soul

20 Building a supportive workplace:
mental health and safety
frameworks in the hospitality
industry

22 Probiotic cleaning & bio-enzymes
in Hospitals



24 The 2026 vision: Care, Create,
Elevate in the Hotel industry

26 Mastering the three pillars of
memorable guest experiences:
Care-Create-Elevate

28 Looking beyond the 3Rs: reimagining housekeeping
with a Circular Economy approach

30 Cultural aesthetics in Hospitality design- an
immersive experience for guests

32 The rise of robotic collaborators in Hotels



35 The cultural aesthetic @ Hotels

37 AI-POWERED ROBOTICS:
Transforming Housekeeping
and Hospitality Operations



39 Syllabus 2.0: engineering curricula for the next
industrial revolution

41 Green glamour: Sustainability as the ultimate Hotel
status symbol

43 From clipboards to the cloud: how smart
housekeeping is rewriting the rules of hospitality

45 AI at the core: Revolutionizing operations in
Hospitality, Facilities, and Healthcare

48 Hotel Housekeeping vs. Facilities in Commercial
Buildings: An Operational Perspective

50 About PHA & PHA YUVA Enrolment

51 PHA Picture
Story



FROM THE DESK OF FOUNDER PRESIDENT & CHAIRPERSON - PHA

Jayashree Nagaraj

Founder President & Chairperson, PHA

Dear Readers,

It is with immense pride and profound joy that I address you in this landmark issue, as we celebrate our continued progress and the strengthening of our shared journey with the Professional Housekeepers Association (PHA). Our association has consistently provided a dynamic and stimulating environment, inspiring every member to take on a deeper, more comprehensive sense of responsibility, not just towards our immediate fraternity, but also towards society as a whole. The tangible, truly gratifying results of our collective efforts are vividly reflected in the many impactful initiatives we have successfully undertaken together, reinforcing the value of our unified purpose.

Our core guiding principles remain the steadfast heart of every endeavor we pursue as we actively shape the future of the next generation of housekeeping professionals, whom we proudly call 'PHA YUVA'. Our mission extends beyond merely preparing these young minds for the corporate landscape; we are deeply committed to instilling a robust, non-negotiable foundation of professional ethics that complements and enhances their academic excellence. This vision aligns beautifully with our push for "Syllabus 2.0: Engineering Curricula for the next Hospitality Industry Revolution" featured in this edition, ensuring our youth

enter the industry as well-rounded leaders. To powerfully mark this commitment and celebrate the blossoming potential of our fraternity, I am absolutely delighted to announce our next landmark event: the 7th Young Visionary Housekeepers' National Convention & 9th PHA YUVA Anniversary. This milestone gathering promises multifaceted value, specifically designed to commemorate the rapid growth and leadership of our young professionals by serving as an essential forum for gaining invaluable insights from respected industry leaders. And acting as a premier networking platform that connects our vibrant youth with India's top hospitality and facilities management professionals to collectively shape the future of our industry.

As we turn the page to another enriching chapter of PHA's journey, I am honored to present the June 2026 edition of our e-Infazine, Voice of Housekeepers (VoH)—a volume curated to inspire professionalism, foster camaraderie, and explore our evolution from clipboards to the cloud while balancing structured operations with the authentic soul of hospitality. A robust Professional Housekeepers Association is pivotal to the sustained growth and advocacy of our entire profession; therefore, anchored in our 2026 vision to "Care, Create, Elevate," we remain fiercely committed to championing high operational standards, actively advocating for the well-being and mental health



of our dedicated members, and ensuring the continual development of our fraternity.

As we sprint ahead together, I extend a sincere invitation to every one of you: to actively participate, generously share your diverse insights, and make your valued presence felt in every initiative and event PHA organizes. Let us take this moment to celebrate our substantial accomplishments while remaining intently focused and collaborative in achieving new, greater milestones for the future of the housekeeping profession.

Warm Regards,

Jayashree Nagaraj

Founder President & Chairperson,
Professional Housekeepers
Association (PHA)

Invite for 7th Young Visionary Housekeepers' National Convention & 9th PHA YUVA Anniversary celebration



Presents



7th YOUNG VISIONARY HOUSEKEEPERS NATIONAL CONVENTION & 9th PHA YUVA ANNIVERSARY

3rd October 2026, Saturday

Theme: Housekeeping for the World (HKW)

Title: New World Housekeeping (NWHK):
Connecting Dots and Establishing Directions

- Neuro Housekeeping
- Predictive Housekeeping
- Zero-Waste Housekeeping
- Branded Housekeeping
- Happy Housekeeping
- ESG Housekeeping
- Wellness Housekeeping
- Profitable Housekeeping



Convention Highlights

- Organic Interviews with Leaders & Budding Leaders
- Capsule Session by Experts
- Model Exhibition by PHA YUVA members
- Product & Service Demonstration by Ancillary Industry Partners
- Skit by PHA YUVA members
- Instant Competitions
- Open Networking Session
- PHA Par Excellence Awards
- Cultural Extravaganza



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FROM THE EDITOR'S DESK

Dr. Rachna Chandan

Editor, Voice of Housekeepers (VoH), PHA

Associate Professor & HOD-Housekeeping Department,

Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, New Delhi

Greetings from Professional Housekeepers Association!

It is my absolute pleasure to welcome you to the June 2026 edition of Voice of Housekeepers (VoH). Our industry is transforming at an unprecedented pace, and the housekeeping profession is evolving right along with it. This issue is designed to help you navigate these macro shifts with confidence, blending operational excellence with forward-thinking vision.

Voice of Housekeepers is more than just a magazine; it is an active community and an educational resource hub. It serves as a platform for networking, sharing breakthroughs, and learning from the triumphs and challenges across the diverse verticals of our sector. In this edition, we proudly reflect on landmark milestones like the 8th National Housekeepers' Convention & 11th PHA Anniversary. This milestone celebration is made even more vibrant as we look back at the incredible insights and regional triumphs generated by our diverse PHA chapters. From the groundbreaking initiatives of the PHA Kerala chapter and PHA Karnataka chapter, to the dynamic contributions of the PHA North chapter and PHA Telangana

chapter, the collective energy of our pan-India network truly shines through in this volume.

This volume explores the qualities of our evolving profession, balancing structured operational systems with the authentic "soul" of hospitality. We place a strong focus on the human element—championing workforce versatility, bridging generational gaps, and advocating for robust workplace mental health frameworks. Simultaneously, we trace the industry's digital evolution from clipboards to the cloud, analyzing how AI, automation, and robotics are revolutionizing operations across hospitality, facilities, and healthcare. True progress, however, demands sustainability; this issue



challenges us to look beyond the 3Rs toward a Circular Economy, highlighting green innovations and eco-aesthetics. Finally, we bridge the gap between academia and industry with "Syllabus 2.0," engineering curricula designed to future-proof the next generation of hospitality leaders.

Anchored in the collective 2026 vision to "Care, Create, Elevate," this volume serves as a comprehensive, practical guide to mastering the three pillars of unforgettable guest experiences. Whether you are managing a luxury resort, keeping a healthcare facility safe, or shaping the minds of tomorrow's professionals, this edition is for you.

Here's to learning, growing, and redefining what it means to keep our world clean.

Happy reading!

In case you missed our previous issue, here's the link to access it <https://phka.in/e-infozine/>

Disclaimer: The views and opinions expressed in the articles in Voice of Housekeepers are solely those of the authors.

Note: Your feedback is valuable; do provide your feedback at <https://survey.zohopublic.com/zs/EXBsxJ>

Or scan the QR code given and scan the feedback form



Or you can share your thoughts with the Editor at editor.ind@phka.in

Your engagement and feedback are integral to the success of our exploration of the latest trends in housekeeping. We invite you to join the conversation, share your experiences, and be part of a community that is committed to staying at the forefront of industry advancements.

Thank you for being an essential part of this journey.

Warm Regards



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8th NATIONAL HOUSEKEEPERS' CONVENTION & 11th ANNIVERSARY REPORT

A VOH Editorial Report

The Professional Housekeepers Association (PHA) organized its **8th National Housekeepers' Convention & 11th PHA Anniversary** on 30th May 2026 at The Eros Hotel, Nehru Place, New Delhi. Marking a historic milestone, the PHA National Convention was hosted in India's capital city for the very first time, offering an elite and exclusive platform reserved for high-standing professionals heading housekeeping and facilities functions. Guided by the collective 2026 vision to **"Care, Create, Elevate"** and the convention theme, **"Stewards of Standards,"** the program centered on the core title, **"Leadership in the Art and Science of Housekeeping."** The landmark event brought together a distinguished gathering of industry stalwarts from the Hotel, Healthcare, Facility Management, and Aviation sectors, along with

hospitality experts, academic faculty, manufacturers, and global suppliers to reshape global excellence.

The day commenced with an official welcome note from the event Emcees, Ms. Anka Arora, Associate Director-Soft Services, CBRE & PHA Life Member; and Ms. Sandhya Anilkumar, Chief Mentor-YUVA, Communications Lead-PHA, and Associate Professor & HOD-Housekeeping, Ramaiah University of Applied Sciences, Bengaluru.

This was followed by a grounding mindfulness session led by Dr. Ravinder Kaur Arora, Holistic wellness coach. Later a spiritual tone of the convention was set with a soulful invocation song performed by Ms. Nagamani, Executive Housekeeper, Royal Orchid, Bengaluru.

The ceremonial lighting of the auspicious lamp was gracefully executed by the core dignitaries, including **Ms. Jayashree Nagaraj**, Founder President & Chairperson, PHA; Chief Guest, **Mr. R. Ramesh**, Senior Vice President-Household Maintenance, The Oberoi Group; Guest of Honour, **Ms. Kanika Hasrat**, Senior Regional Director-Operations, South Asia, Hilton Hospitality; special guest for the event, **Ms. Rubina Sharma**, Hotel Manager, Eros hotel, New Delhi; and Star collaborator of the event, **Mr. Kiran Rao**, President-Peppermint Robotics.

Following the ceremony, the entire guests rose for the National Anthem led by Mr. Ganesh Narayan, RSG. The formal opening concluded with a captivating and elegant dance presented by Ms. Bindu K. C., Corporate Housekeeper, Abad Hotels, and VP-Operations, PHA Kerala chapter.



The operational journey of the association took center stage with the screening of the PHA Corporate video; immediately following, the corporate showcase titled “Unveiling the 2025-26 Performance Report”, which was delivered by Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, and Founder member & VP-Operations-PHA India and PHA North chapter, highlighted the past year’s strategic milestones and organizational progress.

Founder President & Chairperson Ms. Jayashree Nagaraj then delivered an impactful inaugural address, tracing the growth of the fraternity and extending a warm welcome to empower attendees to act collectively as the guardians of brand integrity. The convention was privileged to welcome Ms. Kanika Hasrat, Senior Regional Director of Operations-South Asia, Hilton Hospitality; and National President of the WICCI Hospitality & Tourism Council, as the Guest of Honour.

In her address, Ms. Hasrat highlighted the core attributes that define exceptional housekeeping leadership. She emphasized a shift away from critical judgment, urging leaders to instead focus on deeply understanding their teams. Also, she underscored the importance of recognizing team members’ unique backgrounds, personal struggles, and diverse experiences. Ms. Hasrat concluded by advocating for a leadership model anchored in mutual respect, active mentorship, transparent communication, and unwavering mutual support, identifying these values as the cornerstone of effective operational management.

The convention then welcomed the Chief Guest, Mr. R. Ramesh, Senior Vice President-Household Maintenance, The Oberoi Group, New Delhi. Bringing over 30 years of transformative leadership to the forum, Mr. Ramesh delivered an inspiring address highlighting how the highest standards of luxury and meticulous care serve

as the very heart of the hospitality experience. A central theme of his address was the critical need for structured mentorship and support for industrial trainees. Mr. Ramesh outlined a progressive training methodology, explaining that mentors should initially focus on reinforcing and brushing up foundational skills before introducing trainees to the complex technical operations of a department. Following this a presentation was done by Mr Benjamin Alexander, Director Sales, Schevaran Laboratories Pvt Ltd.

Further, the event transitioned to **Panel Discussion 1, titled “Voice of Leaders: Housekeeping as a Driver of Brand Trust, Experience and Reputation.”** Moderated by **Dr. Dharna Shukla**, Assistant Professor, Accommodation Operations & Management, Amity University, Lucknow, the session seamlessly bridged academic foresight with high-level operational realities. The powerhouse panel featured elite visionaries across multiple sectors, each demonstrating how housekeeping serves as both a “silent concierge” and the ultimate guardian of a brand’s global standing. The panelists offered diverse, sector-specific perspectives on the evolving nature of the industry. **Mr. Tejus Jose**, Director of Operations, Ibis and Ibis Styles Hotels-India, examined the operational nuances introduced by third-party service providers, illustrating how outsourced partnerships alter the dynamics of housekeeping management, whereas **Mr. Manoj K. Agarwal**, Mall Specialist and Founder & MD, Manoj K. Agarwal Consultant Partner, emphasized the critical need for frequent training, agile technology adoption, and sustainable practices. He stressed that standards and processes must continuously evolve to mirror rising customer expectations. **Dr. Prashant Vashistha**, Regional Director, Delhi NCR, Rainbow Children’s Hospital, bridged clinical insight with sharp managerial acumen. He highlighted that the housekeeping

department has transitioned into a highly visible, core operation that directly safeguards brand integrity. He also underscored how meeting customer expectations hinges on regular training and uncompromising standards.

Ms. Rubina Sharma, Hotel Manager, Eros Hotel, New Delhi, shared invaluable insights on leadership within hospitality, detailing how to masterfully balance rigorous operational excellence with active guest relations and impactful staff mentorship. **Mr. Sunil Khera**, VP-Operations-North, Regenta Hotels Pvt. Ltd., provided an expert take on macro-operations, discussing asset-light growth strategies and the revitalization of multi-property portfolios. His insights proved that premium housekeeping standards are not just operational metrics, but highly scalable corporate assets. Focusing heavily on technology integration, Star Collaborator Peppermint Robotics presented an insightful session led by Mr. Kiran Rao, President, Peppermint Robotics.

Panel Discussion 2 promptly followed, titled “The Art & Science of Housekeeping—From Creative Vision to Scientific Execution.” Moderated by **Ms. Bharti Singh Kalappa**, the session brought together an exceptional collective of industry pioneers who illustrated how modern housekeeping beautifully weaves together sustainability, technical precision, and human care. The panellists dissected the delicate balance between aesthetic design and operational science. **Ms. R. Sangeetha**, Corporate General Manager-Housekeeping, GRT Hotels & Resorts championed the power of meticulous detailing and personalized touches, demonstrating how micro-interactions shape the overall visual and emotional aesthetic of a luxury property. **Ms. Indrani Sanyal**, Head of Facilities & Services, Woodlands Hospital, Kolkata, and PHA-East Co-ordinator, highlighted the specialized intersection of

healthcare and hospitality. She explained how integrating core values of care and compassion with rigorous training and advanced technology ensures that complex guest and patient expectations are consistently met. **Ms. Pancham Kaur Narkar**, Senior General Manager-Housekeeping, Jio World Centre, shared the sophisticated operational blueprint required to manage iconic landmarks and high-stakes international summits. She proved that a robust framework of structured training, sharp supervision, and optimal resource allocation creates the perfect equilibrium for large-scale manpower management.

Dr. Madhu Chandok, Founder, Inspiring Innovative Hospitality and Honorary Advisor, PHA North, advocated for a paradigm shift in the industry's mindset, exploring the deep science behind managing physical infrastructure alongside aesthetic expression. To reflect this evolution, she powerfully argued for rebranding the traditional title of "Housekeeper" to '**Design and Asset Managers**'.

Mr. Anil Sathe, Chief Growth Officer, Kinetiq Robotics Pvt. Ltd., introduced the cutting edge technology of human-centric automation. He demonstrated that advanced robotic technology is not a replacement for human hospitality, but a tool meant to coexist with and elevate true empathy and genuine personal connections. Elevating industry-wide strategic alliances, a Memorandum of Understanding (MOU) was signed by Ms. Jayashree Nagaraj, Founder President & Chairperson, Professional Housekeepers Association; and Dr. Sameer Saxena, Board Member, Col. Ashok Prabhakar, President, North chapter-Global Association for Corporate Services (GACS).

Post lunch delegates moved smoothly into a focused B2B networking session managed by Ms. Bharti Singh Kalappa, Mr. Sanju Samuel, Hospitality Consultant; and Mr. Shivakumar

Vadivelu, AGM-Housekeeping, Prestige Property Management and Services, & General Secretary-PHA, India.

The afternoon educational track reopened with a presentation titled "**Redefining Hospitality Education**" by Ms. Bashir Rawat, HOD-Room Division, IHM-Jaipur. This knowledge-sharing segment highlighted critical curriculum updates and the vital role of PHA YUVA—PHA's youth wing—in acting as a strategic bridge where the wisdom of experienced leaders meets the fresh energy of students and educators to turn a job into a lifelong calling.

Technology and hardware transformations took the stage once more through a specialized automated presentation by Kinetiq Robotics. To energize the room, Mr. Ranajit Behera, AGM Services, Bangalore International Airport Ltd., hosted a digital game. This competitive tech feature engaged all participants.

The late afternoon session featured a sequence of short industry expert presentations from primary allied partners AJM Textiles, showcasing modern fabric innovations, managed by Mr Anurag Ajmera, Director Marketing, AJM textiles. Representative from Nilfisk also demonstrated their advanced global industrial cleaning gear.

Representative from Kibble revealed creative solutions in modern facility environments, manufactured by their company.

In a deeply heartfelt moment, the Professional Housekeepers Association (PHA) presented the prestigious **PHA Par Excellence Awards** to a distinguished group of pioneering housekeepers, honoring their exceptional dedication and outstanding contributions over the past year. These accolades celebrated individuals who have been instrumental in driving PHA's core initiatives, fostering active engagement, spearheading strategic collaborations, and

championing community development across the industry. Recognizing excellence across diverse facets of leadership, the awards were presented in several key categories, including PHA Community Builder, PHA Event Leader, PHA Innovation & Impact Award, PHA Growth Champion, and PHA Partnership & Collaboration Leader, cementing the recipients' roles as visionary benchmarks for the entire housekeeping fraternity. The awards were handed over to the proud winners by Ms. Jayashree Nagaraj, Founder President and Chairperson, PHA.

The evening concluded with a vibrant Cultural Extravaganza, including few songs by the Life Members. A spectacular highlight of the event was a vibrant cultural fashion show curated and presented entirely by the housekeepers themselves, beautifully bringing to life the Professional Housekeepers Association's (PHA) core initiative of "Togetherness with Diversity." Stepping onto the runway, the housekeepers proudly represented different states from across India, donning traditional attire showcasing the rich tapestry of the nation's regional heritages. By blending cultural pride with professional unity, the fashion show eloquently demonstrated that while the threads of their individual backgrounds are distinct and colorful, it is their togetherness that creates the strong, unified fabric of the PHA family.

The convention reached its official close with the entire audience rising for a unified rendition of a unique, trendy PHA Anthem led by RSG. Delivering the final remarks, Mr. Zaib, Lead Housekeeping, Noida International Airport, & Secretary, PHA North chapter, stepped forward to present the comprehensive Vote of Thanks, expressing deep gratitude to all organizers, partners, executive bodies, and delegates for executing an outstanding, forward-thinking 11th Anniversary convention.

PAN-INDIA PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA) CELEBRATIONS: CHAPTER-WISE HIGHLIGHTS

A VOH Editorial Report

PICTURE STORY: KARNATAKA CHAPTER

Housekeepers Synergy 4.0, organized by PHA-Karnataka Chapter, concluded successfully on March 21, 2026, at the Hotel Country Inn & Suites by Radisson, Bengaluru. The event gathered top hospitality leaders for a day focused on innovation and sustainability, kicking off with a ceremonial lamp lighting by key industry figures and a welcome address by Ms. Smitha Mohan, VP-Learning & Development, PHA Karnataka. Alongside a corporate presentation by Ms. Babita Butola, Executive Housekeeper at Grand Mercure Gopalan Mall, Bengaluru, VP- Operations for the PHA Karnataka Chapter, & Executive Member of PHA India, the event featured inspiring leadership insights from Chief Guest Ms. Kadambari Sabharwal Talwar, General Manager at Courtyard by Marriott, Bengaluru Hebbal.

A major highlight of the event was a panel discussion moderated by Ms. Talwar on “Sustainable Laundry Solutions for the Future of Housekeeping,” which explored resource efficiency and modern innovations with industry experts from Klen Laundryworks, The Oterra Bengaluru, and Pristal India Pvt Ltd.

Complementing these insights, a representative from Bharat Pristal India Pvt Ltd showcased its advanced laundry product line, giving attendees hands-on experience with modern housekeeping solutions. The day wrapped up with an interactive quiz, a grand felicitation ceremony honoring the panelists and organizers, including special recognition for PHA YUVA student leader Mr. Dhirain, and concluded with networking over high tea, leaving participants inspired by the core theme that “Success does not have a finishing line.”

PICTURE STORY: KERALA CHAPTER

The joint celebration of the PHA-Kerala Chapter’s 3rd Anniversary and the KPHA’s 10th Anniversary was successfully held on March 25, 2026, at the Gokulam Convention Centre, Kochi. Inaugurated by Retired Chief Justice Abdul Raheem, the convention featured PHA Founder President and Chairperson Mrs. Jayashree Nagaraj as Guest of Honour, and Ms. Nirupama Patra, HOD at IHM Shri Shakti, as the keynote speaker, who delivered an insightful address on the evolution of housekeeping for emerging professionals. The power-packed event drew 124 hospitality delegates from across Kerala, alongside prominent hotel Managing Directors, Vice Presidents, and General Managers who collectively reinforced the critical organizational value of the housekeeping fraternity. Backed by key regional tourism, engineering, and purchase forums, the event featured specialized educational seminars covering work-life balance, human elements in hospitality, carbon-neutral initiatives, and cancer awareness. Marking milestones in professional development, the association presented talent awards to outstanding associates and supervisors, while formally felicitating members elevated to higher management tiers. The milestone celebration concluded with a signature hotel uniform fashion show by Liberty Designs and cultural activities, closing formally with the National Anthem.

PICTURE STORY: NORTH CHAPTER

The PHA-North Chapter successfully organized Housekeepers Conclave 4.0, a landmark event dedicated to fostering industry-academia synergy, elevating professional standards, and empowering the next generation of hospitality leaders. The conclave commenced with an auspicious lamp lighting ceremony and a traditional welcome dance. The first half of the event spotlighted the organizational vision through the screenings of the PHA Corporate Video-2026, managed by Ms. Bharti Kalappa, Head of Facilities at Noida International Airport and Founder Member & VP-Operations for PHA India & the PHA North Chapter, followed by a vibrant convocation dance. The PHA YUVA Corporate Video was introduced and presented by Dr. Rachna Chandan, Associate Professor & HOD of the Housekeeping Department, the Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, New Delhi, & Editor of the Voice of Housekeepers e-infozine and VP – Learning & Development for the PHA North Chapter.

Industry trends and academic integration took center stage during the introduction of the Chief Guest, Mr. Bhupendra Rana, General Manager at ITC Rajputana, and a specialized technical presentation on ergonomic and bedding innovations by Mr. Aman Goel, Business Head-Institutional Sales at King Koil, India, followed by an address by Guest of Honour Ms. Nimesha Seth, Principal of IHM Jaipur. The later segment featured an interactive team-building exercise led by Ms. Asha Pathania, Senior Vice President of FM & Hospitality at PVR INOX Ltd, alongside a modern sanitation and management presentation by ASN Pest Control, both coordinated by Ms. Bharti Kalappa. The conclave culminated in closing remarks, a formal vote of thanks, and a prestigious PHA Life Members felicitation led by Ms. Bashir, before concluding with a collective group photograph, and a vibrant networking session over high tea.

PICTURE STORY: TELANGANA CHAPTER

The PHA-Telangana chapter successfully organized the PHA TAP-Nexus 1.0, on May 16, 2026, at the prestigious ITC Kohenu, Hyderabad. Designed to strengthen industry relationships and encourage knowledge exchange, the event served as a dynamic, collaborative platform for hospitality leaders, industry experts, and allied partners. The program commenced with a warm welcome from Ms. Nirupama Patra, HOD at IHM Shri Shakti and VP-Learning & Development, PHA Telangana Chapter, followed by an address from Ms. Bharti Kalappa, Head of Facilities at Noida International Airport and Founder Member & VP-Operations for PHA India & the PHA North Chapter, who emphasized the critical importance of continuous learning, leadership development, and collective growth in achieving industry excellence.

Throughout the event, delegates engaged in productive discussions and high-level networking, successfully exploring future avenues for partnership. Key contributions were formally recognized, including Ms. Mary Srinivas, Senior Lecturer at IHM Shri Shakti, for her enthusiastic coordination with PHA YUVA, and Mr. Abhilash, Executive Housekeeper at ITC Kohenu, for his seamless management of venue logistics. Additionally, the event acknowledged the valuable participation of Mr. Anurag from AJM Textiles, underscoring the importance of synergy between hospitality professionals and allied service providers. Concluding on a highly successful note, the PHA TAP-Nexus 1.0, reinforced PHA's enduring commitment to fostering unity, learning, and operational excellence across the hospitality fraternity.

BRIDGING THE GENERATIONAL DIVIDE IN HOSPITALITY HOUSEKEEPING

Very often, we hear senior Hospitality professionals complaining about the quality and attitude of the upcoming generation of workforce in their departments. Managers with long tenures & years of experience seem to be struggling to work effectively with this new generation of workforce. None of them seems happy or in control.

They reminisce about the good old days when the boss's word was a command that had to be followed without question – very regimented and disciplined! It was an unwritten rule that no one could leave till the time the task assigned was completed!!! In fact, not just completed but documented in proper format, and an update was left for the reporting manager to save them the pain of asking about the same! There was no room for “#Iffs” and “#Butts”- **pun intended** and the Boss's word was sacrosanct and unchallenged!

I am sure, we are all nodding our heads in affirmation on this very serious problem, which has spread faster than the recent covid19 pandemic and not left any industry, profession, or organization untouched. Spreading like a wildfire without boundaries, it has conquered companies, cities, states, and countries! Yes, it is no longer a local problem – it is a certified Global Concern, and the Housekeeping Department is no exception to this pandemic!

In the heart of this department,

a familiar tension is brewing. Executive Housekeepers and Floor Supervisors, veterans who built their careers on military-style room inspections and “grit-first” stamina, are increasingly finding themselves at odds with a new generation of young managers, room attendants, and housemen bracketed under the Gen Z!

For the uninitiated, the Gen Z comes in range of age group; born **between 1997 till 2012**, some of them have joined the workforce and causing a lot of heart ache to the Millennials and Gen X. Millennials (aged **between 29 to 44 years**) today are the young, mature managers and the Gen X (**in their 45 - 60 years** of age) are mostly the super bosses, none have been untouched by the wrath of Gen Z!

So, what can ‘**We - the Housekeepers**’ do to protect our much-loved guest rooms & lobbies, revered room linens, its fine silks & brocades, pools and landscape, laboriously curated



Ms. Asha Pathania,
Senior Vice President-Housekeeping
(FM & Hospitality),
PVR INOX Limited.
PHA-Life Member

quality standards and processes, grooming and uniforms from being downgraded and rejected without any emotion or remorse by the avalanche of this generation!!!

Let us first understand the Source of the Friction!

Housekeeping has traditionally been the most physically demanding and hierarchically rigid



department in any hotel or related industry. The **Gen-X** and **Boomer leaders** handled the job with diligence & endurance: We didn't complain, and "paid our dues" to move up the ladder.

However, **Gen Z** enters the industry with a different set of expectations. They prioritize **physical well-being, clear purpose, and mutual respect**. When a seasoned supervisor uses a "command and control" style to push for faster turnarounds, it often backfires. What a manager sees as a lack of urgency, a younger worker often sees as a lack of concern for their well-being or a confusing instruction.

Hence, for any one of us to succeed in our workspace, we must understand what makes this generation tick. Why not try to see things from their perspective before we expect them to understand ours? We all know already that this generation won't follow instructions until completely committed, and that can only be achieved if we speak their language! I am not suggesting adding **Rizz, lykyk, Mid, Rage bait, Vibe, Salty, Slay, Sus, or Delulu** in our SOP's, but make an effort to understand what gets them going and gets our work done! Though on second thoughts I don't mind that we consider the above words in our day-to-day vocabulary to make them feel comfortable and more acceptable towards us!

BRIDGING THE DIVIDE

To regain control of our workspace and reduce high turnover, Housekeepers must understand and adapt the Gen Z approach. The goal isn't to accept dirty rooms or mediocre work but to change how we lead the people who are responsible for cleaning and maintaining it:

- **Explain the "Why" Behind the Standards:** Instead of just pointing out a missed dust spot, explain how that detail impacts



the guest's trust and the hotel's brand & reputation. When Gen Z understands the **impact** of their work, they are more likely to take ownership of it.

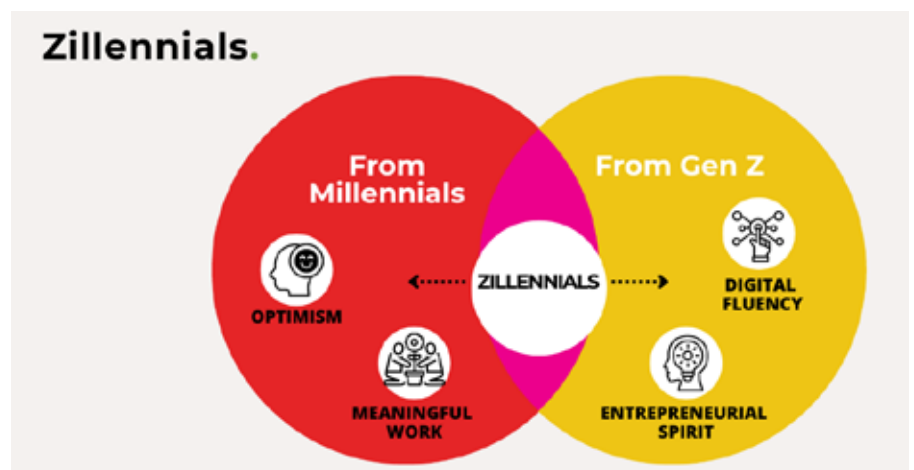
- **Modernize Training & Feedback:** Long, boring manuals are out. Use "micro-coaching" -short, visual, and instant feedback during floor rounds. This mirrors the fast-paced, digital way the younger generation processes information.
- **Listen to the "Front Line" Insights:** Gen Z is often tech-savvy and observant. They might suggest a more efficient way to organize a housekeeping cart or a digital app to track room status. Managers who listen to these ideas build instant loyalty.

Embracing Generational Diversity as a Strategic Advantage: THE ZILLENIALS

Bridging the generational divide between Gen X and Gen Z isn't about changing one generation to fit the other. It's about cultivating a culture that values and leverages diversity in experience, skills, and perspectives. By aligning these generational strengths, we can create a workplace where each team member feels valued and understood, driving a culture of **inclusivity, productivity, and growth**.

With empathy, flexibility, and commitment, today's organizations and leaders can turn generational diversity into a powerful asset, one that paves the way for a stronger, and more unified future. The Gen Z can be guided towards Zen Z!

MILLENNIALS + GEN Z = ZILLENIALS



HOUSEKEEPING: THE ART AND SCIENCE OF MODERN FACILITIES MANAGEMENT

Housekeeping, often seen as a routine operational function — cleaning floors, maintaining washrooms and other common spaces ensuring a presentable workplace — is far more complex and definitely much more than just a support service. It is the silent force that shapes workplace experience, influences perception, drives operational efficiency, and safeguards well-

being. At its core, housekeeping is both an art and a science.

The Science Behind the Sparkle-
The “science” of housekeeping involves systematic, measurable, and technical approaches crucial for operational efficiency and well-being. This aspect focuses on structured methodologies, advanced tools, and adherence to strict standards. Every aspect of Housekeeping is a scientific study,



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moving far beyond a “one size fits all” approach.

Let’s understand a bit more about the chemistry of cleaning through the chemicals, tools and other used in Housekeeping and its impact on environment , people and enhancing efficacy:

pH Values: The knowledge of chemicals being used at the workplace is imperative. The right usage can either enhance the life of the asset or damage the asset. Acidic cleaners (low pH) are effective against mineral deposits and rust, while alkaline cleaners (high pH) excel at breaking down grease and organic soils. Using the wrong pH can damage surfaces, reduce efficacy, or even be hazardous. For instance, an acidic cleaner on a marble floor can etch and dull its surface, while a highly alkaline cleaner on an aluminum surface can cause corrosion.

Dilution Ratios: Cleaning

products, especially concentrates, require precise dilution ratios. Too much dilution renders the product ineffective, wasting time and effort. Too little can leave residues, damage surfaces, or expose users to unnecessary chemical concentrations. Scientific measurement ensures optimal performance and cost-efficiency.

Environmental Impact: Modern housekeeping prioritizes sustainable practices. This involves scientifically evaluating the environmental footprint of chemicals, choosing biodegradable options, and ensuring proper disposal to minimize residual impact, water pollution, air pollution from Volatile Organic Compounds (VOCs), and soil contamination.

Advanced Tools and Machinery: The efficacy of housekeeping relies heavily on the scientific design and application of tools and machines, going beyond simple brushes and buckets. The machines used, such as automated floor scrubbers and robotic vacuums, are designed with scientific principles to minimize resource consumption. Are they consuming a lot of electricity, water, or chemical? Modern machines are engineered for energy efficiency, water, and precise chemical dosing to reduce waste and operational costs.

Microfiber Technology: It is proven scientifically that microfibers are instrumental in more efficient and sustainable cleaning. Unlike traditional cotton, microfiber textiles are engineered with microscopic, split fibers that effectively trap and remove dirt, dust, and microbes. This mechanical action, often combined with an electrostatic charge, allows microfibers to clean more thoroughly, frequently with less or no chemical, and absorb a significant amount of liquid.

Health, Safety, and Hygiene

Protocols: This is a paramount scientific aspect, especially post-pandemic. Housekeeping teams employ scientifically validated disinfection protocols, infection control measures, and waste management procedures to prevent disease transmission and maintain indoor air quality. Regular audits and adherence to health and safety standards are meticulously followed.

Technology Integration: With the advancement in technology, the shift can be seen from frequency based to need based cleaning through use of IoT sensors that can monitor facility usage allowing for proactive and data-driven cleaning responses rather than routine, fixed schedules.

Housekeeping is not just science, it goes hand in hand with the art of creating a pristine environment, which involves aesthetics and human element that shape the perception of people walking into the facility.

Creating a delightful Experience:

This is where housekeeping transcends from basic cleaning to the art of transforming a space into a welcoming, comfortable, and impressive environment. A meticulously arranged facility, a welcoming arrival, a sparkling restroom, or a dust-free workstation doesn't just look clean; it demonstrates care that can significantly impact the satisfaction score and productivity of the employees.

The Art of Application: While the science behind microfiber is clear, it is still an art how to use it effectively. A simple example can be using a microfiber mop. While the chemistry behind the microfiber is understood, it is still an art to use the mop efficiently to

ensure the entire area is covered without missing spots, avoiding cross-contamination, and achieving a streak-free finish. This requires proper technique, consistency, and a skilled hand.

Human Element and Adaptability:

The "art" also extends to managing and motivating the team managing the facility for us. People management in itself is a skill that involves effective communication, training, and fostering an environment where staff feel valued and appreciated.

Housekeeping is not merely a support function; it's a critical pillar of modern facilities management, integrating seamlessly into broader operational strategies. Effective housekeeping plays a significant role in asset protection, extending the lifespan of infrastructure and equipment through consistent care and early identification of issues. Ultimately, a consistently clean and well-maintained facility enhances a brand's image, boosts employee morale, and significantly contributes to occupant satisfaction and productivity.



THE MULTI-SKILLED HOUSEKEEPER:

Elevating Hotel Operations Through Versatility and Excellence

In today's fast-evolving hospitality landscape, the role of a housekeeper has gone far beyond traditional cleaning tasks. As hotels focus more on efficiency, guest personalization, sustainability, and technology, the need for a multi-skilled housekeeper has become more important than ever. From my experience in hotel operations, especially in busy city hotels where guest expectations are constantly rising, I have seen how a multi-skilled housekeeper truly becomes the backbone of smooth operations and guest satisfaction.

A multi-skilled housekeeper is someone who brings together a mix of technical knowledge, practical skills, and the right attitude. They are not only trained in cleaning guest rooms but are

also comfortable handling public areas, laundry operations, basic maintenance awareness, and even modern cleaning technologies. At the same time, they understand guest interaction and sustainability practices. This versatility helps ensure that daily operations continue without disruption, even during peak occupancy, staff shortages, or unexpected situations.

One of the biggest advantages of having multi-skilled team members is the flexibility they bring to operations. In hotels, no two days are the same. There are high occupancy periods, last-minute arrivals, and sudden demands that require quick action. A housekeeper who is trained across different



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areas can step in wherever needed. They might support the laundry team during heavy linen loads, assist in maintaining public areas, or help identify and report minor maintenance issues. This ability to adapt helps prevent delays, reduces service gaps, and keeps the operation running smoothly.

Another important aspect is guest interaction. Today's guests appreciate warmth, quick responses, and genuine care. A multi-skilled housekeeper is more confident when interacting with guests—whether it is responding to a simple request, guiding them, or escalating concerns when required. Their communication plays a key role in building trust. When housekeepers understand guest expectations and are empowered to respond effectively, they become an important part of the overall guest experience.

Technology has also changed the way housekeeping operates. From mobile checklists and PMS updates to smart room features and mechanized equipment, today's housekeepers need to be comfortable using technology. A multi-skilled housekeeper adapts to these tools easily, which helps improve accuracy, save time, and

maintain consistency. Using digital inspection systems or tracking room status in real time not only improves productivity but also ensures better coordination within the team.

Sustainability is another area where multi-skilled housekeepers make a strong impact. With increasing focus on eco-friendly practices, they are trained in waste segregation, efficient use of resources, and responsible handling of cleaning chemicals. Simple actions like monitoring water usage, reducing unnecessary linen changes, and reporting leaks contribute significantly to a hotel's environmental goals. I strongly believe that housekeepers play a key role in driving sustainability on a daily basis.

Cross-training is essential in developing multi-skilled teams. It not only improves performance but also boosts confidence and motivation. When team members are given the opportunity to learn beyond their regular tasks, they feel more valued and involved. It also prepares them for future growth, whether as supervisors or in other operational roles. In my experience, team members who are encouraged to learn new skills

show greater ownership and pride in their work.

Multi-skilling also strengthens team culture. When individuals understand each other's roles, there is better coordination and mutual respect. It reduces dependency on specific individuals and promotes teamwork. This creates a more positive and supportive work environment, which ultimately reflects in better service delivery.

Looking ahead, the future of housekeeping clearly lies in multi-skilled talent. Today's housekeepers are not just responsible for cleaning—they are problem solvers, service providers, and key contributors to the guest experience. Their ability to handle multiple responsibilities ensures that hotels maintain high standards, even in challenging situations.

Investing in multi-skilling is not just about improving operations; it is about building stronger teams and delivering consistent quality. As the industry continues to grow and evolve, the role of the multi-skilled housekeeper will only become more important in shaping guest experiences and driving overall success.



HOUSEKEEPING TODAY: FINDING THE BALANCE BETWEEN SYSTEMS AND SOUL

When I first stepped into housekeeping, the role felt very straightforward—ensure rooms are clean, meet the expected standards, and keep operations running smoothly. There was a certain rhythm to it, and once understood, it became routine. But over time, my perspective has changed. Today, housekeeping is far more than a functional role—it has become a space where efficiency, responsibility, and human connection come together.

Housekeeping now plays a direct role in shaping guest experience. It is not just about what is seen, but also about what is felt. And in that shift, three key elements have become central to how we operate today—innovation, sustainability, and the human element.

One of the most noticeable changes has been the role of innovation in everyday operations. Earlier, much of the work depended on manual coordination—constant

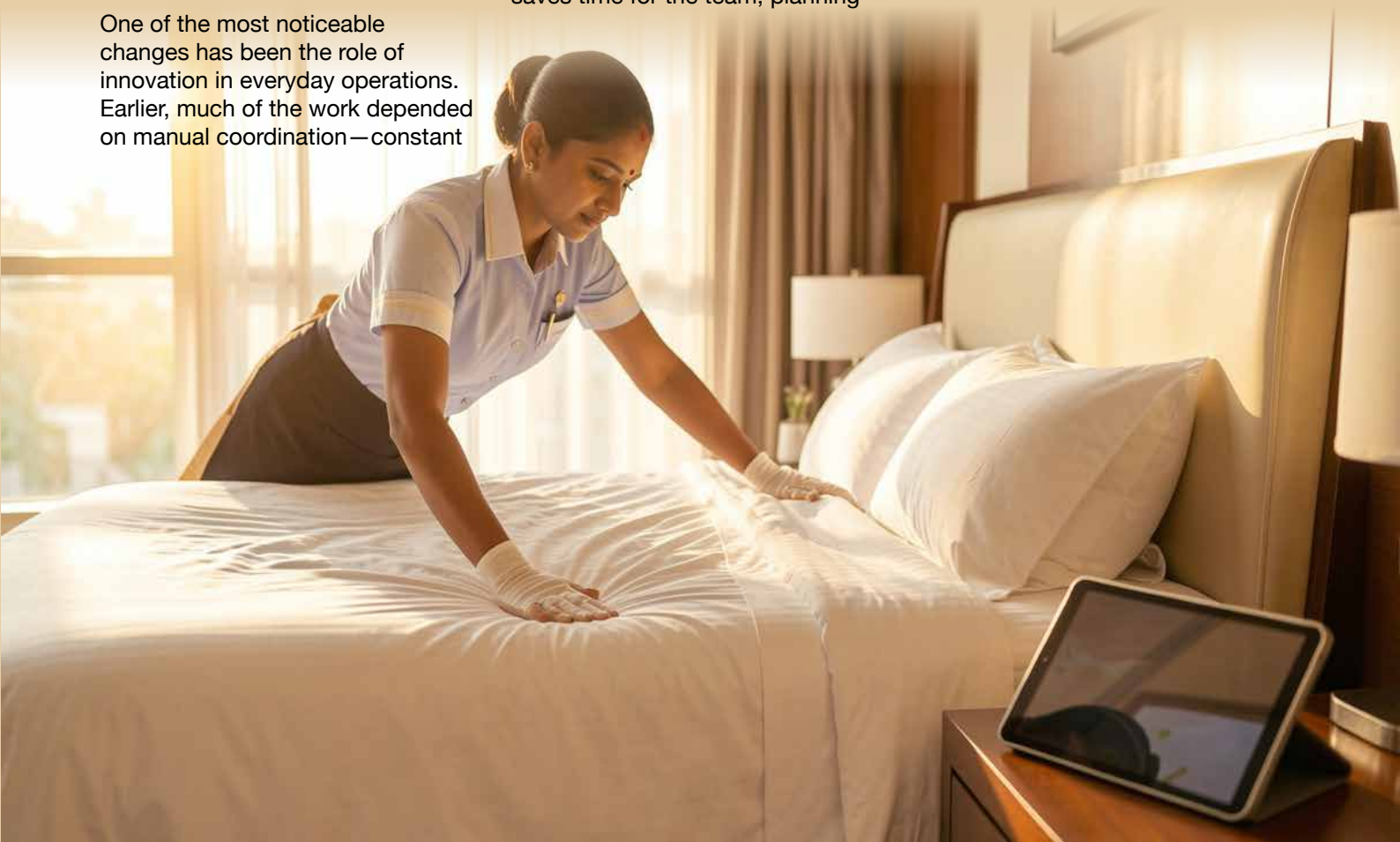
follow-ups, physical checks, and relying heavily on communication between teams. While it worked, it often left room for delays, especially during high occupancy or busy operational days.

Today, systems and tools have made a visible difference. Tasks are tracked more efficiently, communication flows faster, and there is better clarity across teams. This has helped reduce confusion and improve response time. But at the same time, I strongly believe that innovation is not only about technology.

Some of the most effective improvements I have seen are simple changes in how we approach our work. For instance, organizing stores in a way that saves time for the team, planning



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manpower based on actual workload instead of fixed assumptions, or adjusting workflows to make daily tasks more manageable. These are small changes, but they have a direct impact on efficiency and team comfort.

Innovation also comes from listening. Teams working on the floor often have practical solutions based on their experience. When they are encouraged to share ideas, and when those ideas are implemented, it creates a sense of ownership. Over time, this not only improves operations but also builds a culture where improvement becomes continuous. Alongside innovation, sustainability has become an essential part of our responsibility. What was once considered an additional effort is now a necessary way of working.

In housekeeping, we deal closely with resources—water, chemicals, linen, and waste. This puts us in a position where even small changes can create meaningful impact. Practices like linen reuse, controlled use of cleaning agents, and proper waste segregation may seem basic, but when followed consistently, they contribute significantly to environmental responsibility.

There is also a growing awareness among guests. Many of them are more conscious about how their stay impacts the environment. This makes it even more important for us to align our operations accordingly.

What I have observed is that sustainability works best when it becomes a habit rather than a rule. When teams understand the purpose behind it and see it as part of their daily routine, it is followed more naturally. It is not about doing something extra, but about doing the same work in a more mindful way.



Despite these changes, ***the human element remains the most important part of housekeeping.***

A well-cleaned room is expected—it is the basic standard. But what makes a stay memorable is something more. It is the attention to detail, the care taken in preparation, and the effort that goes beyond what is written in a checklist.

I remember a situation where a guest had casually mentioned, during a conversation, that they preferred a particular arrangement of their room and were quite particular about small details. It wasn't a formal request, and it wasn't recorded anywhere. However, one of the team members picked up on it and made sure the room was set exactly the way the guest liked before their return. The guest noticed it immediately and expressed genuine appreciation—not because it was expected, but because it felt personal.

Moments like these cannot be created by systems alone. They come from attentiveness, care, and a sense of ownership. From a leadership perspective, this is where our focus needs to be. Systems can guide us, but people drive the outcome. Investing time in the team—training them,

supporting them, and understanding their challenges—makes a significant difference.

Being present with the team is equally important. It helps build trust and creates an environment where people feel comfortable sharing concerns and ideas. In a role like housekeeping, where the work can be physically demanding and repetitive, motivation plays a key role. Recognition, even in simple forms, goes a long way. Acknowledging effort, appreciating consistency, or highlighting good work

can boost confidence and morale. When people feel valued, they naturally take more ownership of their responsibilities.

Another important quality within the human element is adaptability. No two days in operations are the same. There are always unexpected situations—changes in occupancy, last-minute requests, or operational challenges. While systems provide structure, it is the team's ability to adapt and respond that ensures everything runs smoothly.

Looking ahead, I believe the future of housekeeping depends on how well we balance these three aspects.

- We need innovation to make our work efficient and structured.
- We need sustainability to ensure we operate responsibly.
- And we need the human touch to make everything meaningful.

The challenge is not in focusing on one over the other, but in bringing all three together in a way that feels natural in daily operations. When systems support people, when sustainability becomes a habit, and when teams feel motivated and valued, that is when operations truly become effective.

BUILDING A SUPPORTIVE WORKPLACE:

Mental Health and Safety Frameworks in the Hospitality Industry

Mental Health and Safety Frameworks in the hospitality industry are very important because employees in this field face many challenges. Hospitality jobs are usually fast-

paced, stressful, and involve long or irregular working hours. Because of this, employees can feel tired, stressed, or emotionally drained. A good mental health and safety framework helps create



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a supportive workplace where employees feel safe, valued, and comfortable. It focuses on making sure employees can speak openly without fear, maintain a healthy work-life balance, feel respected, and get help early before stress becomes a serious problem.

There are some well-known global frameworks that guide organizations on how to support employee mental health. For example, the World Health Organization suggests creating a healthy workplace by improving both physical and mental working conditions, offering health support, and encouraging a positive environment. Another important standard is ISO 45003, which helps

organizations identify and manage risks like heavy workload, poor communication, job insecurity, and workplace harassment. The PERMA model (Seligman, 2011) focuses on happiness and well-being through positive emotions, engagement, relationships, meaning, and achievement. These frameworks help organizations build strong mental health strategies.

In hospitality, these ideas must be applied in daily work. This includes planning shifts properly so employees are not overworked, giving enough rest time, and providing access to counselling services like Employee Assistance Programs (EAPs). In remote areas like resorts, it is also important to provide safe and comfortable staff accommodation so employees do not feel lonely. Managers play a very important role. They should be trained to understand employee stress, listen carefully, and support their teams. Regular

communication, one-on-one meetings, and appreciation of employees help improve morale and trust.

Another important part is handling guest interactions. Hospitality employees often deal with difficult guests, which can be stressful. Organizations should train employees in communication, conflict handling, and stress management. There should also be clear rules on how to handle serious situations so employees feel supported. A strict rule against any kind of harassment or abuse from guests is necessary to protect employees.

Wellness activities can also help improve mental health. Simple practices like yoga, meditation, mindfulness sessions, and fun recreational activities can reduce stress and make employees feel happier. These activities also create a positive work culture. However, the industry still faces challenges

like burnout, stress, and staff shortages, especially during busy seasons.

To make sure these frameworks work well, organizations need to check regularly how employees are feeling. They can do surveys, collect feedback, and monitor things like absenteeism and employee turnover. Anonymous reporting systems also help employees share their problems without fear.

Mental health and safety frameworks are very important in hospitality. They help create a safe and supportive work environment where employees feel respected and cared for. When employees are happy and healthy, they provide better service, which leads to satisfied guests and long-term success for the organization.

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PROBIOTIC CLEANING & BIO-ENZYMES IN HOSPITALS

‘Soft steps walk through silent halls,
Where healing whispers fill the walls.
Not just with hands, but nature’s way,
Keeps hidden harm and germs at bay.

Good microbes guard what eyes can’t see,
A cleaner world, more safe, more free.

In quiet care, they gently blend—
Where science and nature work as friends’.



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Hospitals are places where cleanliness is not just important but essential for saving lives. Every surface—from patient beds to floors and medical equipment—can become a source of infection if not cleaned properly. Traditionally, hospitals rely on strong chemical disinfectants to kill harmful germs. While these chemicals are effective in the short term, they

often come with drawbacks such as toxicity, environmental harm, and the possibility of creating resistant bacteria. Because of these concerns, many healthcare systems are now exploring safer and more sustainable alternatives like probiotic cleaning and bio-enzymes.

Probiotic cleaning is a modern method that uses beneficial microorganisms, often called “good

bacteria,” to maintain hygiene. Instead of killing all microbes like traditional disinfectants, probiotic cleaners introduce helpful bacteria that compete with harmful ones for space and nutrients. Over time, these good bacteria dominate the surface, making it difficult for disease-causing microbes to survive and multiply. This approach creates a natural



balance, similar to how healthy bacteria in the human body protect against infections. One of the key advantages of probiotic cleaning is that it continues working even after application, offering long-lasting protection rather than a temporary effect.

Bio-enzymes, on the other hand, are natural cleaning solutions produced by fermenting organic materials such as fruit peels, sugar, and water (Gupta & Sharma, 2020). During fermentation, beneficial microbes release enzymes that can break down complex substances like grease, stains, and organic waste into simpler, harmless components. These solutions are biodegradable, non-toxic, and safe for both humans and the environment. In hospital settings, bio-enzymes are particularly useful for cleaning areas with organic waste, such as bathrooms, floors, and waste disposal zones, where they also help eliminate unpleasant odors instead of just masking them.

The need for such alternatives in hospitals has become more urgent due to the rise of hospital-acquired infections (HAIs) and antibiotic-resistant bacteria (Caselli, et al., 2016). Chemical disinfectants, although powerful, often provide only short-term cleanliness. Once their effect wears off, surfaces can quickly become decontaminated. Moreover, repeated use of harsh

chemicals can contribute to microbial resistance, making infections harder to treat. Probiotic cleaning addresses this issue by maintaining a stable microbial environment where harmful bacteria struggle to re-establish themselves.

Another important benefit of probiotic cleaning and bio-enzymes is safety. These methods do not release toxic fumes, making them safer for patients, healthcare workers, and cleaning staff. This is especially important in sensitive hospital areas such as intensive care units (ICUs), where patients may already have weakened immune systems. Additionally, these eco-friendly solutions reduce environmental pollution by minimizing chemical waste and water contamination, aligning with global efforts toward sustainable healthcare practices.

In practical terms, probiotic cleaning and bio-enzymes can be used in multiple hospital applications. They are effective for routine floor cleaning, maintaining hygiene in patient rooms, and managing waste areas. In bathrooms and toilets, bio-enzymes help break down organic deposits and control odors naturally. Some probiotic solutions even contribute to improved indoor air quality by reducing harmful airborne microbes. However, it is important to note that these methods may

not completely replace chemical disinfectants in all situations. In high-risk areas such as operation theaters, strong disinfectants are still necessary to ensure immediate sterilization.

Despite their advantages, there are some challenges associated with these methods. Probiotic cleaning works more slowly compared to chemical disinfectants, as it relies on natural biological processes. Awareness about these techniques is still limited, and not all healthcare facilities are ready to adopt them. Additionally, the effectiveness of bio-enzymes can vary depending on how they are prepared and used, which makes standardization important for consistent results.

Looking ahead, probiotic cleaning and bio-enzymes represent a promising shift toward safer and more sustainable hospital hygiene practices. As research continues and awareness grows, these methods are likely to become more widely accepted and integrated into healthcare systems. They offer a balanced approach that not only cleans but also supports a healthier microbial environment, ultimately contributing to better patient safety and environmental protection.

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THE 2026 VISION: CARE, CREATE, ELEVATE IN THE HOTEL INDUSTRY

By 2026, the hospitality sector will be characterized by service excellence, as well as training based on technology, operational intelligence, and caring humans. Experience of the guest in the hotel will enhance, persistent labour issues, and they must be more resourceful. The philosophical view of Care, Create, and Elevate places importance on employee training as the key to competent service.

Training now expands beyond classroom sessions and traditional demonstrations. It has turned into a technology-based, continuing process that employs high-technology software, intelligent devices, and employing learning systems. This change stands vital as hotels adapt to digitalization, automation, and personalized guest service models.

The hospitality industry has described stays characterised by service excellence, and therefore, technological development in training, operational intelligence, and human-centred care portrays the industry. Even hotels are under pressure to manage the increasing expectations of their guest, the long-term issue of staffing unavailability.

Care: Enhancing Human-Centric Training

In today's fast-paced hospitality world, technology has become less of a luxury and more of a lifeline. Instead of throwing staff into the deep end, hotels are now using interactive tools and real-time feedback to create a safe digital playground. Here, employees can practice navigating high-pressure scenarios, like de-escalating a

heated guest complaint or solving a logistical nightmare—all without the fear of a real-world fallout.

Beyond just practice, AI-powered assistants and chatbots are acting as the ultimate digital mentors. Instead of hunting down an already overstretched manager for every question, team members can instantly access standard procedures and answers with a quick tap. This shift doesn't just make life easier for the staff; it empowers them to react with confidence and speed, ensuring the entire operation hums along smoothly while keeping the focus where it belongs: on the guest experience

Create: Innovation through Advanced Tools and Equipment

In the modern hospitality industry, true care extends far beyond guest satisfaction; it's about nurturing the people behind the front desk and in the hallways. Hotels are increas-



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ingly realizing that when employees feel supported and equipped to grow, that confidence translates into a more authentic, special experience for every guest. Training has shifted from simple checklists to greater human skills, focusing



Figure 1: Technology-Driven Training Framework for Smart Hospitality Services

on emotional intelligence, cultural nuances, and the kind of genuine empathy that can't be scripted. There is also a long-overdue emphasis on mental well-being and stress management—recognizing that a happy, grounded team is the backbone of a successful stay.

Technology plays a vital role in balancing this high-pressure lifestyle by acting as a safety net rather than just a tool. Through interactive simulations and real-time feedback, staff can navigate 'what-if' scenarios—like de-escalating a frustrated guest or tackling a complex service failure—in a risk-free environment. This approach allows them to find their footing and build resilience without the fear of immediate repercussions, ensuring that when they are face-to-face with a challenge, they can handle it with grace and composure.

Elevate: Driving Productivity and Performance

The final pillar, Elevate, goes an extra mile in training- it is

designed to increase productivity, streamline operations, and maintain consistency throughout the board. It is not only that high-level training implies learning faster. Microlearning lessons help to shorten the duration of training, and the digital checklists and realistic simulation translate into compliance with the conventional procedures among employees. Individuals also stick longer when the learning process is engaging.

Contactless check-ins, automation, and digital workflows decrease the volume of grunt work and enable more time to reach out to the guest. And the numbers count. The data-driven tools assist managers in understanding where the teams need further assistance or who is ready to take a new challenge.

AI analytics can predict issues such as staffing needs and areas where further training is needed. Overall, it amounts to the right people in the right place, a smooth operation of the operations, and the hotel keeps

on getting better.

The fact that the sustainability of the training programs should be considered is one of the most crucial aspects of the 2026 vision. Hotels are training employees on:

- To reduce the energy consumption through smart systems.
- To lower wastes through good housekeeping.

With technology-based training, hotels have made great strides, yet some of the major obstacles remain. Firstly, the initial expenses are huge, and many people are opposed to change. And there is an ongoing need to renovate systems and make everything work smoothly. Nonetheless, it is all rewarded by the payoff in the form of improved productivity, increased consistency, and satisfied guests. The success lies in the fact that it is to be implemented at a slow pace, with a small team first, then added to other departments.



Figure 2: Technology-Enabled Performance Improvement in Modern Hotel Operations

Mastering the Three Pillars of Memorable Guest Experiences: Care-Create-Elevate

The hotel industry is all about people, our guests. Atithi Devo Bhava! They come with different needs, expectations, and emotions. Hotels must focus on these powerful pillars –Care, Create, and Elevate, which thrive on these vital principles.

These principles define how hospitality brands move beyond basic common services to deliver memorable guest experiences, creating a WOW factor or guest delight. In the current era where guests seek personalization, innovation, and emotional connection, hotels try to master these elements to stand out in the highly competitive market.

Care- The heart of Hospitality

Anticipating guest needs is more than just meeting them. These days, care extends to empathy, personalization, and attention to detail. For example, staff should greet the guests warmly and respectfully. A super quick response to guests' needs and complaints. Maintain cleanliness and hygiene. Showing empathy and personal attention. Genuine care and emotional warmth is what a guest looks for. Staff is trained to remember guest preferences, likes, dislikes, and if there was an issue in the previous stay. At times, the staff is empowered with a discretionary budget to



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solve guest problems instantly, demonstrating proactive care, rather than saying “I will get back to you.” For example, arranging a



surprise birthday celebration for a guest, or providing customized meals for any dietary restrictions, or offering assistance to drape a sari. These small gestures create lasting impressions and foster loyalty. For example, A guest who arrives tired after a long journey may be offered a cold towel and a welcome drink, and an express check-in. This will leave a positive first impression for sure! This shows that the hotel truly cared about their well-being. And when guests feel cared for, they will return and become your loyal customers and most likely recommend the hotel to others.

Create-Crafting Unique Experiences

In the growing competitive market, the hotel needs to constantly create something new to captivate guests. Guests are not looking for just a place to stay; they are looking for experiences. Innovations in services, design, and guest engagement. Adding value through innovation and creativity. Local cultural tours, cooking classes, wellness retreats, workshops on gardening or farming, painting, cycling, and many more. Technology also plays an important role in creating better experiences. Mobile app check-ins, digital room controls, and personalized recommendations based on guest preferences are just a few.

Some hotel brands have embraced creativity through themed rooms, digital concierge services, and immersive guest journeys. Some properties even provide virtual reality tours of destinations through apps that allow guests to customize their stay before arrival.

Some boutique hotels add local art, heritage, and storytelling into their design and service. A hotel in Rajasthan may recreate royal living experiences with traditional

décor, folk dances, and authentic traditional cuisines, turning a stay into a cultural immersion. For example, the hotel arranges a surprise birthday decoration in the guest room. This creative gesture will always remain unforgettable. By creating meaningful and memorable moments, hotels can differentiate themselves from the competition and build a strong emotional connection with their guests.

Elevate-Enhancing Standards and Experiences

The third pillar, being Elevate, means to continuously improve service quality and continue to set higher standards. And this is possible when the hotel's prime focus is on staff training and continuously follows up and works on what the guest is saying. Guest feedback is the pulse of the business; hence it should be used for improvement. Keeping up with modern technology is another aspect of keeping up-to-date. Enhancing service efficiency saves time, money, energy, and reputation, rather than doing service recovery for complaints. Regular training helps employees

improve their skills and deliver better services. Feedback can be positive or negative, but they provide valuable insights for improvement. Elevating standards also includes adopting sustainable practices, improving safety measures, and enhancing overall operational efficiency. This helps in not only meeting expectations but to exceed guest expectations.

In conclusion, Care, Create, Elevate is more than a concept. It is a complete strategy for success in the hotel industry. By genuinely caring for guests, creatively enhancing their experiences, and continuously improving service standards, hotels can achieve excellence in hospitality. In return, the hotel gets more loyal and repeat guests, finally improving profits. This approach not only benefits guests but also motivates employees and strengthens the brand image of the hotel.

The human brain is constantly looking for new things; adopting this philosophy can help hotels to stay ahead and deliver unforgettable experiences every time.



LOOKING BEYOND THE 3RS: REIMAGINING HOUSEKEEPING WITH A CIRCULAR ECONOMY APPROACH

The Global hospitality industry is at a turning point. It was once renowned for offering comfort and luxury, but today it must understand the hard reality of resource scarcity and environmental damage. The circular economy creates a regenerative loop that generates services without depleting limited resources, water, or energy, in contrast to the traditional linear 'take-make-dispose' method.

The 3Rs- Reduce, Reuse, Recycle have long been central to the idea of sustainability in the hotel industry. Although these strategies are helpful, they frequently focus on reducing harm rather than fixing the underlying system. The industry must change its emphasis

to Rethink and Redesign in order to achieve true sustainability.

The **7R Model** offers a comprehensive approach to contemporary housekeeping by going beyond basic waste management and addressing the entire lifecycle of hotel assets. It emphasizes **re designing** by selecting modular furniture that can be repaired in sections instead of being completely replaced. The model also promotes **renovation and refurbishment**, encouraging hotels to restore or reupholster worn desks and armchairs rather than discarding them, thereby preserving valuable materials and reducing landfill waste. Additionally, it focuses on **recovery**, where advanced laundry technologies are



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used to reclaim water and heat, significantly reducing the energy required to clean items such as towels.

By switching from a linear system to a closed-loop one, the 7R model of the circular economy is a sustainability framework intended to reduce waste and maximize resource efficiency. Reducing consumption, prolonging product lifespans, and converting trash into resources are the top priorities of the 7Rs-

- **Rethink/Redesign:** Rethinking products and business models to make them more circular, efficient, and sustainable from the start.
- **Refuse:** Refusing things and packaging that are superfluous, single-use, or damaging to the environment.
- **Reduce:** Making fewer purchases and producing fewer goods in order to minimize the use of energy and raw materials.
- **Reuse:** Giving a product a second chance at life or transferring it to another user in order to prolong its useful life.
- **Repair:** Instead of throwing away broken goods, repair them to increase their lifespan.
- **Refurbish/Remanufacture:** Replacing parts and updating, repairing, or returning outdated items to functional condition.
- **Recycle/Recover:** When garbage cannot be mended or reused, it is converted into new materials or energy.

Fundamentals of the 7R model:

- **Shorter Loops (High Priority):** Because they stop waste before it starts, strategies like Refuse and Reduce work best.
- **Medium Loops (Lifespan Extension):** Products can be reused, repaired, and refurbished to extend their useful lives.
- **Long Loops (Material Recovery):** Recycle and Recover make sure that when a product approaches the end of its useful life, no resources are lost.

- **System Regeneration:** Regenerative, circular systems replace linear, extractive systems in the model.

The perception gap: guest experience vs. Performance:

Guest perception is a major obstacle to sustainable housekeeping. Although a hotel's request for a visitor to reuse a towel is meant to be environmentally friendly, guests may perceive it as a cost-cutting strategy masquerading as "green." In a similar vein, cutting back on daily room cleaning or eliminating single-use plastics may be seen as a drop in service quality. This highlights a crucial realization: sustainability projects are only successful when they are presented as adding value.

Overcoming Obstacles: Culture and Infrastructure

There are obstacles in the way of the shift to circularity. Currently, a number of obstacles stand in the way of widespread adoption:

- **Infrastructure & Logistics:** The "reverse logistics" mechanisms required to return goods to manufacturers for recycling or refurbishment are frequently lacking.
- **The Economics of Repair:** In many areas, purchasing a new, mass-produced chair is less expensive than repairing an old, high-quality one due to the high cost of professional labor.
- **Cultural Resistance:** There is a persistent concern in the industry that "refurbished" means "second-hand" or "lower quality." A change in the aesthetic standard of luxury is necessary to overcome this.

CHALLENGE	MITIGATION STRATEGY
High Repair Costs	Partner with local artisans to reduce logistics costs and support the community.
Guest Skepticism	Use storytelling to explain the "heritage" and eco-footprint of refurbished furniture.
Regulatory Gaps	Advocate for policy incentives and certifications that reward circular business models.

The Benefits: Hotels that adopt circularity can benefit from much more than just a "green" certification.

- **Operational Efficiency:** Over time, decreased utility bills and procurement costs are closely correlated with improved resource management.
- **Brand Loyalty:** Visitors are increasingly looking for brands that share their values as consumer awareness rises. Travelers that are concerned about the environment choose to stay at a hotel that can demonstrate its circularity.
- **Resilience:** Circular hotels are more protected from supply chain interruptions by lowering reliance on erratic raw material markets.

A Novel Approach to Excellence:

The hospitality sector has a special chance to spearhead the global sustainability movement. Moving beyond the 3Rs requires a mental shift in housekeeping departments rather than just a change in protocol. Hotels can transform sustainability from a limitation into a driving force for excellence by implementing the 7R paradigm and considering each asset as a resource to be preserved rather than a product to be consumed. The question now is not whether the industry should adapt, but rather how quickly it can change to become a leader in an innovative, responsible, and future-ready sector. The ultimate luxury in this new era is a stay that benefits the environment just as much as it does the visitor.

"Sustainability is no longer a limitation; it is a catalyst for excellence"

Cultural Aesthetics in Hospitality Design- An Immersive Experience for Guests

In today's globalized world, the hotel industry faces the challenge of differentiating itself in a crowded marketplace. Another good way to carve a niche is to incorporate the local culture into interior design. This method not only improves the visual appeal of the hotel but also provides it with a distinctive identity that connects with the guests.

to the local culture can provide a sense of place and belonging. It is this authenticity that often distinguishes a hotel from its competitors and is what discerning travelers seek.

Hotel Design is Being Redefined by Storytelling

Imagine entering a hotel where every element captures the

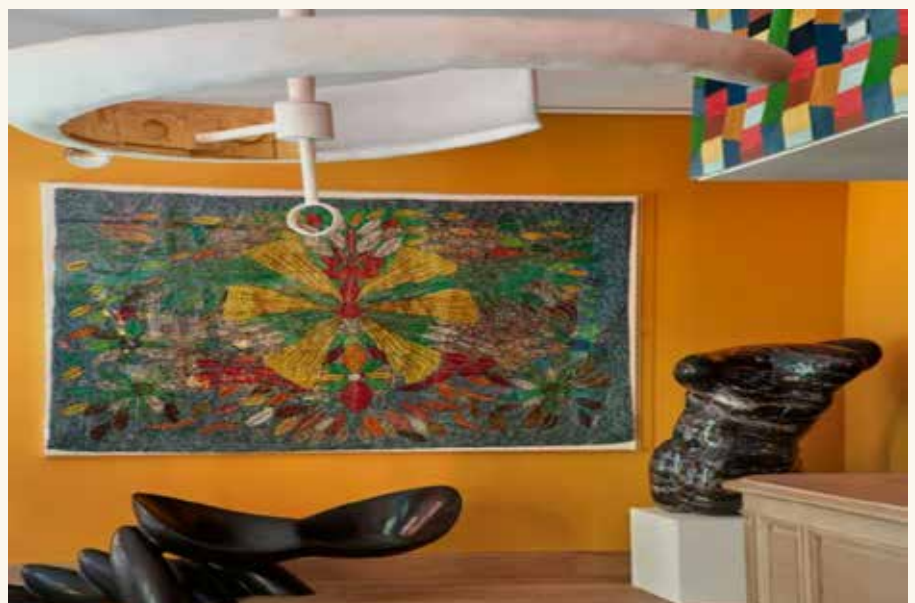


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distinctive history of the area. Together, the furniture made from local resources, the walls decorated with local patterns, and the chandelier shaped like native plants

The first step on this design journey is to understand the local culture. It means learning about the history, art, and traditions of the region. This knowledge is crucial as it helps to inform the design choices that will best represent the local culture. For example, a hotel in an area with a strong textile industry might incorporate local fabrics in its furniture and decoration. The importance of cultural integration goes beyond just aesthetics. It is instrumental in creating an authentic experience for guests. In a time when travelers are looking for real and meaningful experiences, a hotel that speaks



provide visitors with a genuine cultural experience. The hospitality sector is changing as a result of the incorporation of regional art and craft into hotel design, which makes establishments unique by honoring their surroundings.

Incorporating Local Art Strategically

Deliberate decisions and teamwork are required when incorporating local art into hotel design. It starts with a thorough comprehension of the history, culture, and environment of the area. While using sustainable materials keeps the focus on eco-consciousness, collaborating with craftspeople guarantees the products' authenticity.

Genuineness Based on Design Thinking

Incorporating artwork into hotel rooms enables establishments to convey the narratives and essence of their respective locales. Designers create visually captivating and culturally relevant places by utilizing indigenous materials, traditional crafts, and motifs inspired by local life. For example, Uttarakhand's pine trees serve as an inspiration for the Hyatt Regency Dehradun. With features like layered brass murals of pine foliage, elaborate sculptures inspired by pinecones, and sawn wood textures that reflect the terrain.

Creating a Unique Narrative

Every small hotel has a story to tell, and its interior design should serve



as a narrative that unfolds from the moment guests step through the door. The lobby, rooms, and common areas should all contribute to a cohesive theme that resonates with the hotel's identity and cultural context.

For example, a small boutique hotel in a historic city center could use vintage furnishings, local artwork, and historical artifacts to create a sense of nostalgia and charm. Each piece of furniture, each decorative element, can be carefully curated to contribute to this narrative, offering guests a sense of discovery and engagement.

Hotels Are Evolving into Cultural Curators Rather Than Just Places to Rest

Every aspect of hotel design affects the visitor experience. It has been demonstrated that culture and art in particular can elicit an emotional reaction, frequently in a subtle, subconscious way. According to the Nord-Trøndelag Health Study (2006–2008), which involved over 50,000 individuals in Norway, engaging in creative and receptive cultural activities improves satisfaction in life and health while lowering rates of anxiety and depression.

Creative Design Elements Reflecting Local Culture

The integration of local culture in hotel interior design is a creative process which involves several design elements. The color schemes, furniture styles, and everything else can all be designed to reflect the area's unique cultural roots.

Color palettes have a huge impact on the mood and ambiance of



a space. "Designers can take inspiration from local architecture to choose colors that reflect the historical and cultural essence of the area." For instance, a hotel in a coastal region might choose a color palette that mirrors the hues of the sand and sea, fostering a sense of welcome and serenity

Another notable case study is the Hotel Y in Kyoto, Japan. This project is a showcase of how beautiful Japanese culture is with attention to detail. The hotel's interior design is a tribute to traditional Japanese aesthetics, with tatami mats, shoji screens and local craftsmanship. The result is a tranquil and harmonious space that transports guests to the essence of Kyoto's cultural heritage.

Beautiful design activates the brain's reward regions, producing pleasure, according to ResearchGate and numerous other scientific studies. Beyond the science, art carefully chosen, can improve the atmosphere of a hotel and its perceived value. It can also highlight regional art, provide visitors with more authenticity and cultural immersion, and help a hotel stand out from competitors. The art and design of a hotel can be a powerful, often underappreciated route to authentic immersion in the local surroundings. Today's hotels have moved beyond traditional hospitality to become cultural hubs, artistic canvases, and community platforms. Things like curated exhibitions, teaming up with local artists, or fun cultural events turn a hotel into a buzzing cultural spot. They make the whole vibe richer, get you curious, and ensure every stay feels inspiring and truly connected to the place.

THE RISE OF ROBOTIC COLLABORATORS IN HOTELS

The hospitality industry has traditionally been built on human interaction, personalized service, and emotional connection. Welcoming guests, understanding their preferences, and delivering memorable experiences have always been at the core of hotel operations. However, with rapid advancements in Artificial Intelligence (AI) and robotics, this landscape is undergoing a major transformation. Today, robots are no longer experimental novelties; they are emerging as **robotic collaborators (cobots)** that work alongside hotel staff to enhance efficiency, accuracy, and guest satisfaction. This evolution marks a significant shift in how services are delivered in the 21st century.

A notable early example in India is the deployment of “MIRA” at Marriott Fairfield Visakhapatnam in

2018. Developed by Robocoupler Techno Solutions, MIRA is considered one of the first interactive robots used in a hotel environment, setting the stage for wider adoption of robotics in hospitality.

THE THREE LAWS OF ROBOTICS:

Proposed by Isaac Asimov, these laws provide a conceptual ethical framework for robot behavior.

- **First Law:** A robot may not harm a human or allow harm through inaction.
- **Second Law:** A robot must obey human orders unless they conflict with the First Law.
- **Third Law:** A robot must protect itself unless this conflicts with the First or Second Law.

➔ *In hotels, these laws highlight*



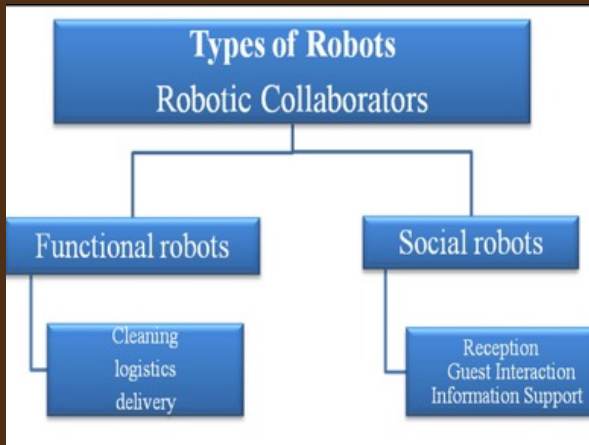
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safety, control, and reliability as essential principles of robotic service.



UNDERSTANDING ROBOTIC COLLABORATORS:

Service robots in hotels are AI-powered machines capable of performing tasks autonomously or semi-autonomously while interacting with guests and staff. Unlike traditional machines, they actively collaborate with humans, communicate effectively, and adapt to different situations. The goal is not to replace employees but to **support them and improve service efficiency.**

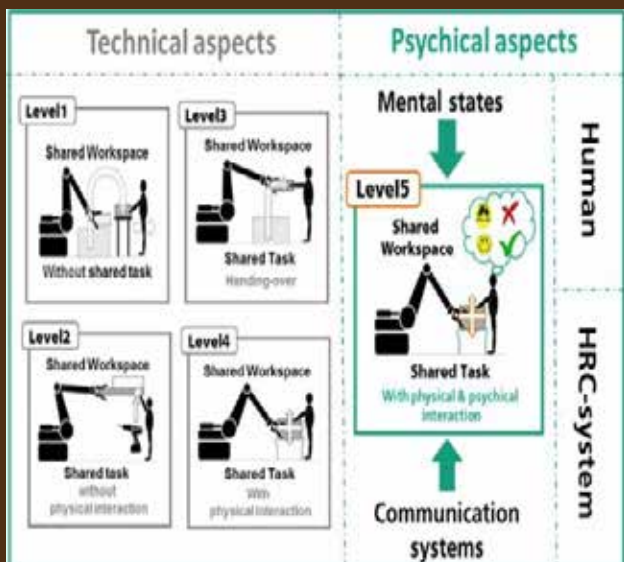


APPLICATIONS OF ROBOTS IN HOTELS

1. The integration of robotics into hotel operations has significantly expanded in recent years, transforming how services are delivered. Robots are now used across multiple departments, performing both operational and guest-facing roles. Their ability to work efficiently, consistently, and without fatigue makes them valuable assets in modern

hospitality.

2. One of the most visible applications of robots is at the front desk and concierge services. Robots assist guests during check-in and check-out processes; provide directions within the hotel, and answer frequently asked questions. By handling routine inquiries, they reduce waiting time and allow human staff to focus on more complex guest needs.
3. In room service and delivery, robots are widely used to transport items such as food, beverages, towels, and toiletries directly to guest rooms. Equipped with sensors and navigation systems, these robots can move autonomously through hotel corridors and even use elevators. This not only improves efficiency but also ensures timely and contactless service, which has become increasingly important.
4. In terms of security and surveillance, robots equipped with cameras and advanced sensors can patrol hotel premises. They monitor activities, detect unusual behavior, and enhance overall safety. Their ability to operate continuously makes them particularly useful for maintaining security in large hotel properties.

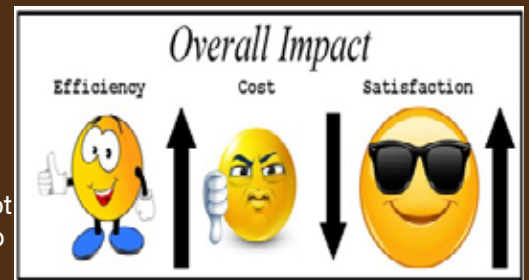


5. Another important area is guest engagement and experience. Some robots are designed to interact socially with guests, entertaining, providing recommendations, and even assisting with personalized services. These interactions

create a unique and memorable experience, especially for tech-savvy travelers.

BENEFITS OF ROBOTIC COLLABORATION

- **Operational Efficiency:** Robots perform repetitive tasks continuously without fatigue, saving time and cost.
- **Enhanced Guest Experience:** Fast, consistent, and innovative services improve satisfaction and create memorable stays.
- **Labor Support:** Helps address staff shortages by handling routine tasks.
- **Competitive Advantage:** Tech-enabled hotels attract modern, tech-savvy customers.



HUMAN-ROBOT COLLABORATION (BALANCED MODEL):

The best results come from combining human skills with robotic efficiency. Robots efficiently perform repetitive tasks like delivery and cleaning, ensuring speed and consistency. Humans handle emotional aspects such as complaints and personalized service, providing empathy and connection. This collaboration creates a balanced service model where operational efficiency is achieved without losing the human touch, ultimately enhancing overall guest experience in hotels.

CHALLENGES AND LIMITATIONS OF ROBOTIC COLLABORATORS IN HOTELS

1. High Investment Cost: Implementing robotic systems requires significant capital investment. Hotels must spend on purchasing robots, integrating them with existing systems, and on ongoing maintenance. For small and mid-scale hotels, these

costs can be a major barrier, making adoption slower despite long-term efficiency benefits.

2. Technical Issues: Robots are dependent on software, sensors, and connectivity, which can sometimes fail. Navigation errors, system glitches, or breakdowns may disrupt operations and inconvenience guests. Unlike humans, robots may struggle in unpredictable situations or dynamic hotel environments, reducing reliability.

3. Customer Acceptance: Not all guests are comfortable interacting with robots. Some prefer traditional human service, especially in luxury or personalized settings. Factors like age, familiarity with technology, and cultural preferences influence how well guests accept robotic services in hotels.

4. Loss of Human Touch: Hospitality is built on warmth, empathy, and personal connection. Over-reliance on robots may reduce face-to-face interaction, making the service feel impersonal. This can negatively affect guest satisfaction, particularly when emotional understanding is

required.

5. Ethical and Employment

Concerns: The use of robots raises concerns about job displacement, as automation may reduce the need for certain roles. Additionally, robots often collect and process guest data, leading to issues related to privacy, security, and ethical use of information.

EXAMPLES OF ROBOTIC COLLABORATION IN INDIAN HOTELS

- Moxy Bengaluru Airport Prestige Tech Cloud – Butler robots for guest services
- Radisson Hotel Bengaluru City Centre – Robots serving food in restaurants
- Sayaji Hotel Kolhapur – AI robots for lobby greeting and delivery
- ROBOWALE – “Dasher” robot for service delivery
- Milagrow HumanTech – Room service and multi-floor robots

FUTURE OF ROBOTIC COLLABORATORS:

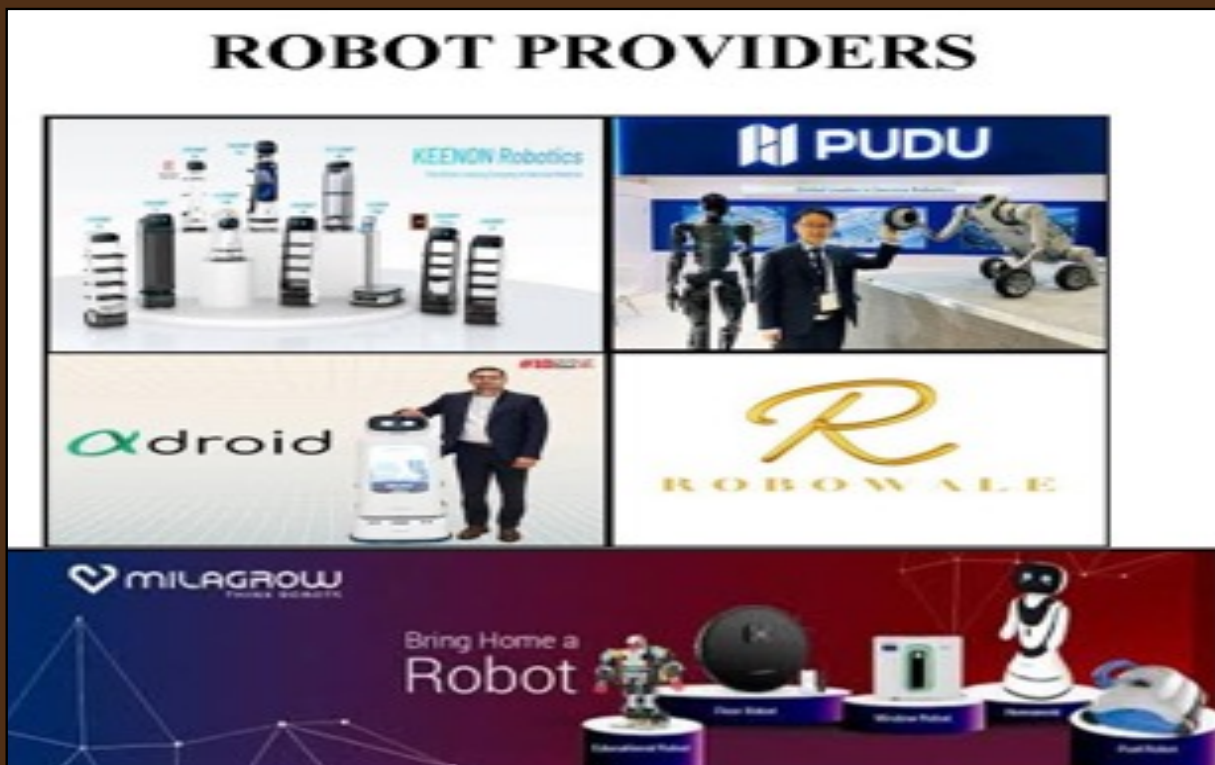
The future lies in **Collaborative Intelligence**, where humans and robots work seamlessly together.

■ Emerging Trends

- Smart hotel integration (IoT systems)
 - Personalized guest services using data
 - Multilingual communication
 - Humanoid robots for interaction
 - **Future Model:** Robots will increasingly act as **co-workers**, not replacements.
- Human + Robot = Smart Hospitality

Conclusion: The rise of robotic collaborators in hotels represents a major transformation in the hospitality industry. These intelligent systems are enhancing operational efficiency, supporting staff, and improving guest experiences. However, their success depends on maintaining the right balance between technology and human interaction.

By integrating robotics thoughtfully—and guided by ethical concepts like Isaac Asimov’s laws—hotels can deliver services that are not only efficient but also meaningful and personalized. The future of hospitality lies in collaboration, where **technology enhances, rather than replaces, the human touch.**



The Cultural Aesthetic @ Hotels



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In an increasingly globalized yet experience-driven world, the future of hotel operations is no longer defined solely by efficiency, luxury or standardized service. Instead, it is being reshaped by a powerful triad—

innovation, sustainability and the human element—with cultural aesthetics emerging as a defining pillar of differentiation. Hotels today are not just places of accommodation; they are immersive cultural spaces where guests seek authenticity with a strong connection along with meaning. The integration of local culture into hotel operations is thus transforming both guest experiences and business strategies.

Cultural Aesthetic as an Operational Strategy

Cultural aesthetic in hotels refers to the intentional incorporation of local art, architecture, traditions, cuisine including storytelling into the design and service delivery of a property. This goes beyond superficial decor; it involves embedding cultural narratives into the very fabric of operations. From lobby design inspired by regional heritage to

staff uniforms reflecting local attire, hotels are curating experiences that resonate with the identity of the destination.

Operationally, this requires cross-departmental coordination. The housekeeping team must maintain culturally inspired interiors with care, the food and beverage department must curate menus rooted in local gastronomy, and front office staff must be trained to communicate cultural stories effectively. Thus, cultural aesthetics become a functional component of operations, not merely a design choice.

Innovation Driving Cultural Integration

Innovation plays a critical role in enhancing cultural aesthetics in modern hotels. Digital tools such as augmented reality (AR) and virtual storytelling allow guests to engage with the history and traditions of a place in interactive ways.



For instance, guests can scan artworks in the hotel to learn about local artists or explore heritage sites virtually before visiting them physically. Hotels also can describe their imbibed heritage aspects on their websites or use short descriptions next to the heritage elements to draw the interests of the guests.

Smart technologies also enable personalization. AI-driven systems can recommend culturally relevant experiences based on guest preferences—be it a traditional cooking class, a heritage walk, or a local craft workshop. These innovations not only elevate guest engagement but also support local communities by promoting indigenous knowledge and skills.

Design innovation is redefining how cultural elements are incorporated. Sustainable materials sourced locally, traditional construction techniques as well as climate-responsive architecture are being blended with modern aesthetics to create spaces that are both authentic and functional.

Sustainability and Cultural Preservation

Sustainability in hotel operations is no longer limited to environmental practices; it increasingly encompasses cultural sustainability. Preserving and promoting local culture is now seen as an ethical responsibility as well as a business opportunity. Hotels that actively engage with local artisans, performers with the local communities contribute to the continuity of intangible cultural heritage. For example, sourcing décor items from local craftspeople not only enhances authenticity but also supports livelihoods. Similarly, featuring regional cuisines in hotel menus helps preserve culinary traditions that might otherwise decline. Cultural festivals, performances or exhibitions hosted within hotel premises create platforms for local expression and cultural exchange.

Sustainable cultural practices also

involve avoiding commodification or misrepresentation. Hotels must ensure that cultural elements are presented respectfully and accurately, with proper acknowledgment and collaboration with local communities. This approach aligns with global sustainable tourism principles and enhances the credibility of the brand.

The Human Element: People as Cultural Ambassadors

While technology and design are important, the true essence of cultural aesthetics lies in the human element. Hotel staff act as cultural ambassadors, bridging the gap between guests and the destination. Their ability to communicate local traditions, recommend authentic experiences with provision of personalized services defines the success of culturally integrated operations.

Training and development are therefore crucial. Employees must be sensitized to the cultural context of the destination and equipped with storytelling skills. This not only enhances guest satisfaction but also instills pride among staff, particularly when they belong to the local community. Inclusive hiring practices that prioritize local talent further strengthen the cultural identity of hotels. When employees bring their own cultural experiences into their roles, the authenticity of service delivery is significantly enhanced. This human connection cannot be replicated by technology and remains a key differentiator in hospitality.

Challenges in Implementing Cultural Aesthetics

Despite its benefits, integrating cultural aesthetics into hotel operations presents several challenges. One major issue is balancing authenticity with modern guest expectations. While some guests seek traditional experiences, others may prefer contemporary comforts, requiring hotels to strike a delicate balance. Another

challenge is the risk of cultural appropriation or oversimplification. Without proper research and community involvement, cultural elements may be misrepresented, leading to ethical concerns risking the reputation of the hotel in turn. Maintaining culturally inspired designs and services can involve higher costs and operational complexities. There is also the challenge of standardization in global hotel chains. Maintaining brand consistency while adapting to local culture requires flexible operational models and decentralized decision-making.

Future Directions

Looking ahead, the integration of cultural aesthetics in hotel operations will become even more sophisticated and essential. Future hotels are likely to function as cultural hubs, offering curated experiences that blend hospitality with heritage, art engaging the community at large. Technology will continue to enhance accessibility and personalization, while sustainability will ensure that cultural integration remains responsible and inclusive. Collaborations with local communities, artists, historians as well as the cultural organizations will play a vital role in shaping these experiences. Hotels may also adopt co-creation models, where guests participate in cultural activities, thereby transforming passive consumption into active engagement.

The future of hotel operations lies in creating meaningful, authentic and experiences that are sustainable, and cultural aesthetics that are central to this transformation. By integrating innovation, embracing sustainability while empowering the human element, hotels can move beyond transactional service delivery to become storytellers of place and culture. In doing so, they not only enhance guest satisfaction but also contribute to the preservation and celebration of the world's diverse cultural heritage.

KINETIQ RROBOTICS:

Transforming Housekeeping and Hospitality Operations

The hospitality industry faces many challenges, such as labor shortages, rising guest expectations, high operational costs, and the need for more consistent service.

As hotels and facilities work to achieve more with fewer resources, AI-powered robotics is becoming a practical solution to help housekeeping teams and improve efficiency & eliminating the “3Ds” as Robots take over tasks that are Dull, Dirty, and Dangerous, reducing physical injury and burnout.

Today’s AI-driven robots can handle repetitive and physically demanding tasks like cleaning floors, transporting materials, and guiding guests. Operating 24/7, these smart systems help maintain consistent service standards and provide valuable performance data for better decision-making and resource use.

Value Proposition

- Improved productivity and operational efficiency
- Consistent cleaning quality

across facilities

- Reduced repetitive workload for staff
- Enhanced guest experience and engagement
- Better workplace safety
- Sustainability through optimized resource use

ROI and Business Impact

- Reduced reliance on manpower for routine tasks
- Increased area coverage per shift
- Lower operational costs
- Better asset use
- Faster response times
- Improved staff satisfaction and retention.

At Kinetiq RRobotics Private Limited, AI-powered Service Robots and Cleaning Robots are designed to enhance human



capability rather than replace people. By handling repetitive tasks, robots allow housekeeping professionals to focus on guest experience, quality assurance, safety, and operational excellence.

Kinetiq RRobotics meets international standards for Information Security Management Systems, Data Management Standards, and AI Management Systems. It is recognized as one of Asia's early adopters of structured AI governance practices.

The future of hospitality is in human-robot collaboration, where technology helps people deliver smarter operations and exceptional guest experiences



SMART ROBOTS. SEAMLESS HOSPITALITY.

Empowering Housekeeping Teams
Through Intelligent Automation.



Robots Handle Repetitive Tasks.
People Deliver Exceptional Experiences.



AUTONOMOUS
CLEANING



SMART DELIVERY &
MATERIAL HANDLING



GUEST GREETING &
ASSISTANCE



24/7
OPERATIONS



CONSISTENT
SERVICE QUALITY



REDUCED
OPERATIONAL COSTS



IMPROVED
PRODUCTIVITY



INFORMATION
SECURITY
CERTIFIED



DATA
MANAGEMENT
CERTIFIED



AI
MANAGEMENT
SYSTEM CERTIFIED

ROBOTS HANDLE REPETITIVE TASKS.
PEOPLE DELIVER EXCEPTIONAL EXPERIENCES.

AI-DRIVEN ROBOTICS FOR SMARTER FACILITIES. BETTER EXPERIENCES.

EXPERIENCE THE FUTURE
OF HOSPITALITY OPERATIONS TODAY.

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SYLLABUS 2.0: ENGINEERING CURRICULA FOR THE NEXT INDUSTRIAL REVOLUTION

For a long time, hospitality education in India moved at a steady but slow pace. The foundations were strong. The intent was clear. Yet the syllabus, especially in core operational areas like housekeeping, remained largely unchanged for decades. Minor revisions appeared from time to time. A few chapters were added. Some topics were updated. But the overall structure stayed rooted in a traditional approach that focused more on routine skills than on evolving industry realities.

This approach worked well in a stable environment. Hotels functioned in predictable ways. Guest expectations were defined. Technology had a limited role. Cleanliness was important, but it was understood mostly in visible terms. However, the world we operate in today is very different.

Two major shifts have changed everything. The first is the transformation in education philosophy that now encourages flexibility, multidisciplinary learning, and skill integration. The second is the post-pandemic hospitality landscape, where technology, safety, and efficiency have taken center stage. Together, these forces have pushed institutions to rethink what they teach and how they teach it.

From a Room Division perspective, this shift is both necessary and overdue.

Traditionally, housekeeping was taught as an independent subject. Students learned cleaning procedures, linen management, and supervisory techniques. While these remain essential, they no longer define the full scope of the role. Today, housekeeping cannot

function in isolation. It is deeply interconnected with the front office, maintenance, and even guest engagement platforms.

This has led to a significant conceptual shift. Instead of treating departments separately, many institutions are now introducing the idea of Rooms Division as an integrated discipline. This change is not just about renaming a subject. It reflects how hotels actually operate. Guest experience is not created by one department alone. It is the result of coordination, timing, and seamless communication.

Another important development is the growing role of technology in daily operations. Hospitality is no longer just about manual efficiency. It is about smart efficiency.

Students today are being exposed to systems that manage room inventory, track cleaning schedules, and analyse occupancy patterns. Digital dashboards, mobile based updates, and automated alerts are becoming part of routine operations. Even in housekeeping, decisions are increasingly supported by data.

Artificial intelligence is beginning to influence how guest preferences are recorded and predicted. Smart rooms are adjusting lighting and temperature automatically. Sensors are helping identify when a room needs attention. All of this requires a new kind of understanding. A housekeeping professional must now be comfortable not just with tools and chemicals, but also with systems and interfaces.

At the same time, the meaning of cleanliness itself has evolved.

Earlier, a clean room meant a well-made bed, dust-free surfaces, and



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a pleasant appearance. Today, that definition has expanded significantly. Guests are far more aware. They are concerned about hygiene at a deeper level. They want assurance, not just presentation.

As a result, the curriculum is gradually moving towards scientific sanitation. Students are learning about infection control, the correct use of disinfectants, air quality management, and safe waste disposal. Cleaning is no longer just a task. It is a responsibility that directly impacts health and safety.

Sustainability is another area that is finding a stronger place in the syllabus. Modern hospitality cannot ignore its environmental footprint. From water usage to chemical selection, every decision matters.

Students are now being introduced to eco-friendly practices such as controlled linen changes, the use of green cleaning agents, and energy-efficient operations. These are not just theoretical ideas. They

are becoming part of standard operating procedures across the industry.

Equally important is the shift in soft skills.

The way we interact with guests has changed. Communication is no longer limited to face-to-face conversations. Guests use mobile apps, digital requests, and automated systems. This requires professionals who can balance human warmth with digital efficiency.

Handling guest expectations today involves speed, clarity, and adaptability. Situations can change quickly. Service recovery requires confidence and presence of mind. The new curriculum recognizes this and places greater emphasis on practical communication skills and real-world scenarios.

One of the most encouraging developments is the increasing collaboration between academia and industry. Institutions are slowly moving away from purely classroom-based teaching. There is

a stronger focus on internships, live projects, and simulation exercises.

Students are getting opportunities to work with actual systems, understand real challenges, and learn from industry professionals. This exposure helps bridge the gap that earlier existed between what was taught and what was expected on the job.

At the same time, new players in the education space are bringing fresh perspectives. Universities and private institutions are designing programs that combine hospitality with areas like technology, management, and analytics. This has created a healthy environment of innovation and competition.

The traditional model is no longer the only option.

What we are witnessing now is not just a revision of the syllabus. It is a gradual but clear transition towards a more relevant and future-ready framework.

Syllabus 2.0 is about aligning education with reality. It is about

preparing students not just for their first job, but for a career that will continue to evolve. It recognizes that the hospitality professional of tomorrow must be adaptable, informed, and skilled across multiple dimensions.

For educators, this means staying updated and open to change. For institutions, it means investing in better infrastructure and stronger industry connections. For students, it means embracing learning beyond textbooks.

The Room Division department, in particular, stands at the center of this transformation. It is where guest experience is most visible. It is where operational efficiency meets human interaction.

If we are able to redesign our curriculum with clarity and intent, we are not just teaching housekeeping. We are shaping professionals who can manage spaces, understand people, and adapt to a rapidly changing world.

And that is what the next industrial revolution demands.



GREEN GLAMOUR:

Sustainability as the Ultimate Hotel Status Symbol

Sustainability refers to the responsible use and management of resources in a way that meets present needs without compromising the ability of future generations to meet their own. It is built on three interconnected pillars: environmental protection, social equity, and economic viability. This concept encourages individuals, businesses, and governments to adopt practices that reduce environmental impact, conserve natural resources, and promote long-term ecological balance. From reducing waste and conserving energy to supporting fair labor practices and sustainable development, sustainability has become a crucial approach to addressing global challenges such as climate change, resource depletion, and environmental degradation.

The Rise of Sustainable Luxury

Sustainability is no longer a niche concept in hospitality—it is now a central factor shaping how hotels operate and present themselves. Modern travellers are increasingly concerned about their environmental impact and prefer accommodations that align with their values. Studies show that a large majority of travellers consider sustainable travel important and are willing to make eco-friendly choices.

As a result, hotels are repositioning sustainability from a backstage operational practice to a visible and marketable feature. What was once seen as an ethical obligation is now a competitive advantage and a symbol of elite, conscious living.

The growing appeal of sustainability in hotels can be understood through the concept of “conspicuous conservation.”

Instead of displaying wealth through excess, individuals now signal status through responsible choices.

Choosing a sustainable hotel communicates awareness, education, and ethical values. It reflects a shift in consumer behaviour where people seek meaning and purpose in their consumption patterns. As a result, sustainability has become a subtle yet powerful way of expressing social identity and a status symbol.

Sustainability as a Symbol of Prestige: Hotels actively integrate sustainability into their branding, design, and guest experience to position themselves as high-status establishments. In contemporary hospitality, sustainability functions as a status symbol in several ways:

- **Redefining Luxury through Responsibility:** Modern luxury is increasingly defined by intention rather than excess. Eco-hotels demonstrate that comfort and environmental responsibility can coexist. Staying at such properties signals that a guest values ethical consumption and global awareness. In this sense, sustainability reflects not just wealth, but a higher level of cultural and social consciousness.
- **Showcasing Eco-Conscious Design:** One of the most visible ways hotels signal sustainability is through architecture and design. Many properties now use natural materials such as bamboo, reclaimed wood, and stone, along with energy-efficient systems and green building techniques. Large windows, natural ventilation, and biophilic design elements create a seamless connection between luxury and nature. These design



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PHA-Life Member

choices are not hidden; they are deliberately highlighted to communicate environmental responsibility as part of the hotel’s identity.

- **Offering Exclusive Sustainable Experiences:** Hotels are transforming sustainability into a premium experience. Farm-to-table dining, organic menus, and zero-waste kitchens are becoming key features of high-end hospitality. Guests are offered locally sourced, seasonal food that enhances authenticity while reducing environmental impact. Such experiences are perceived as exclusive because they are unique, personalized, and deeply connected to the destination. This exclusivity adds to their status value.
- **Transparency and Storytelling:** Another way hotels elevate sustainability into a status symbol is through transparency. Guests today want to know how their stay affects the environment—how energy

is generated, how waste is managed, and whether local communities benefit. Hotels actively communicate these efforts through storytelling, branding, and guest engagement. Sustainability is no longer a hidden process; it is a central narrative that enhances the hotel's prestige and credibility.

- **Integration of Technology and Innovation:** Advanced technologies such as smart energy systems, water-saving devices, and carbon tracking tools are increasingly used in sustainable hotels. These innovations not only reduce environmental impact but also signal sophistication and forward-thinking. Eco-friendly hotels are thus positioned as leaders in innovation, appealing to guests who associate cutting-edge solutions with higher status.
- **Certifications & awards:** Certifications and awards have also contributed to positioning sustainability as a status symbol. Labels such as LEED (Leadership in Energy and Environmental Design), Green Globe, and

Earth Check serve as badges of honour that distinguish environmentally responsible hotels from their competitors. Displaying these certifications not only builds trust but also signals excellence and credibility. For many guests, choosing a certified sustainable hotel is a way to express their own values and social identity, making sustainability a shared symbol of status between the brand and the consumer.

- **Community engagement & local sourcing:** Sustainable hotels often emphasize community engagement by sourcing locally, employing local staff, and promoting regional culture. This approach creates a sense of authenticity and ethical responsibility. Guests who choose such hotels are seen as contributing to local economies and cultural preservation, which enhances their social image and reinforces sustainability as a status symbol.

Challenges and Criticism

Despite its growing importance, the use of sustainability as a status symbol is not without challenges. One major issue is green-washing,

where hotels exaggerate or falsely claim eco-friendly practices for marketing purposes. Travellers are becoming increasingly sceptical and demand measurable proof of sustainability efforts. Without transparency and genuine commitment, hotels risk losing credibility.

Conclusion: Sustainability has evolved from a moral obligation to a defining feature of modern luxury in the hotel industry. It is no longer just about minimizing harm but about creating meaningful, responsible experiences that resonate with today's travellers. Far from being a passing trend, sustainability as a status symbol reflects a deeper transformation in how we perceive value, luxury, and progress in the modern world. Eco-luxury is already shaping the future of hospitality, with high-end resorts integrating green technologies, sustainable architecture, and immersive nature-based experiences. Hotels that genuinely embrace this change are not only contributing to a better planet but are also setting new standards for excellence. In the future of hospitality, true luxury will be measured not by what is consumed, but by what is preserved.



FROM CLIPBOARDS TO THE CLOUD: HOW SMART HOUSEKEEPING IS REWRITING THE RULES OF HOSPITALITY



Mr. N. M. Lingappan
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PHA-Life Member

Welcome to the era of Smart Housekeeping

For decades, the backbone of hotel operations—the housekeeping department—relied on clipboards, walkie-talkies, and paper checklists. Today, the integration of Digital Quality Assurance (DQA) systems and smart technology is transforming hospitality facilities from the ground up. In a post-pandemic world where guest expectations for hygiene and safety are at an all-time high, the shift from manual supervision to intelligent automation isn't just an upgrade; it's a necessity.

The End of the Paper Trail

Traditionally, housekeeping was a reactive game of telephone. Room status updates were delayed, inspections required physical presence, and record-keeping meant mountains of paper. The margin for error was high, and accountability was often low.

Smart housekeeping flips this script. By leveraging mobile applications, Internet of Things (IoT) devices, and cloud computing,

hotels are replacing guesswork with data. Real-time monitoring, automated task allocation, and seamless inter-department communication have turned a chaotic back-of-house operation into a streamlined, transparent ecosystem.

Academic research reinforces this industry shift. Studies by Ivanov and Webster (2019) highlight how automation and digitalization are driving down costs while boosting operational performance. Meanwhile, research by Buhalis and Leung (2018) underscores the power of IoT and data analytics in creating “smart hospitality ecosystems” where service quality is constantly monitored and refined.

The Smart Housekeeping Toolkit

What does a digitally empowered housekeeping team actually look like? It relies on a suite of interconnected tools designed to maximize efficiency and maintain impeccable standards:

- **Mobile Apps:** Instant task assignment and status updates eliminate the need for radio calls and paper schedules.

- **IoT Sensors:** By detecting room occupancy and usage, hotels can optimize cleaning schedules—no more cleaning empty rooms twice or delaying turnover for occupied ones.
- **Digital Checklists & QR Codes:** Ensuring Standard Operating Procedure (SOP) compliance, these tools guarantee consistency and provide a digital trail of accountability.
- **AI Analytics:** Predictive maintenance and cleaning algorithms anticipate needs before they arise, improving long-term efficiency.
- **Cloud Platforms:** Centralized control and data storage mean that managers have a bird's-eye view of the entire property from anywhere.
- **A Day in the Life:** The Smart Workflow

To understand the impact of DQA, look at how a room turnover works in a smart hotel. The process is a seamless, automated chain:

- **Checkout:** The guest departs.
- **PMS Update:** The Property Management System instantly updates the room status.
- **Task Assignment:** A push notification is sent directly to a housekeeper's mobile app.
- **Execution:** The staff member cleans the room, checking off tasks on a digital SOP.
- **Digital Inspection:** The supervisor inspects the room using a tablet, verifying quality in real-time.
- **Room Ready:** The room is marked clean, and the Front Office is immediately notified.

What used to take hours of back-and-forth communication now happens in a fraction of the time, drastically reducing the room turnaround time and accelerating the guest check-in process.

By the Numbers: The DQA Impact

The implementation of Digital Quality Assurance isn't just about shiny new tech—it yields measurable operational improvements.

The Shift	Before DQA	After DQA
Inspection Time	High (Physical walkthroughs)	Reduced (Digital, targeted checks)
Data Accuracy	Low (Manual entry errors)	High (Automated logging)
Decision Making	Delayed (Waiting on reports)	Real-time (Live dashboards)
Accountability	Limited (Hard to track)	High (Digital footprints)
Service Quality	Inconsistent	Standardized

To track this success, leading hotels are monitoring Key Performance Indicators (KPIs) through their DQA systems. Metrics like Room Turnaround Time (tracked via system logs), Cleanliness Scores (via digital inspections), and Staff Productivity (rooms cleaned per shift via app tracking) provide managers with actionable, data-driven insights that were previously impossible to gather.

Navigating the Roadblocks

Of course, the leap into smart housekeeping doesn't come without hurdles. High implementation costs can deter budget-conscious operators. Staff training requires time and patience, as adopting new technology often meets initial resistance. Furthermore, the reliance on cloud data and interconnected devices raises valid concerns about data security and privacy.

To overcome these challenges, hospitality organizations must view technology as a long-term investment. Comprehensive

change management strategies, robust cybersecurity protocols, and continuous staff training are essential to unlock the full potential of these systems.

The Future is Autonomous

What's next for smart housekeeping? The trajectory points toward an increasingly autonomous future. AI and robotics are poised to take center stage,

introducing predictive cleaning algorithms, voice-controlled room maintenance systems, and autonomous housekeeping robots. Eventually, these advancements will culminate in fully integrated smart hotel ecosystems where human oversight is supported by machine precision.

The housekeeping department has evolved far beyond mops and brooms. By embracing smart technologies and Digital Quality Assurance, hospitality facilities are ensuring that the highest standards of cleanliness and service are not just an aspiration, but a guarantee. In the modern hotel industry, the brightest rooms are the ones managed by the smartest systems.

References:

Buhalis, D., & Leung, R. (2018). Smart hospitality—Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management*, 71, 41–50. <https://doi.org/10.1016/j.ijhm.2017.11.011>

Ivanov, S., & Webster, C. (2019). Conceptual framework of the use of robots, artificial intelligence and service automation in travel, tourism and hospitality. In S. Ivanov & C. Webster (Eds.), *Robots, artificial intelligence, and service automation in travel, tourism and hospitality* (pp. 7–37). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78756-687-320191001>



AI at the Core:

Revolutionizing Operations in Hospitality, Facilities, and Healthcare

Artificial Intelligence (AI) is no longer a futuristic concept confined to science fiction—it has become a vital force driving efficiency, precision, and innovation across industries. In environments where seamless operations and real-time decision-making are critical, such as hotels, facility management, and hospitals, AI is emerging as the operational nerve center. Much like the human nervous system coordinates and responds to stimuli, AI integrates data, processes information, and enables swift, intelligent actions that enhance both service quality and operational excellence.

At the core of AI's transformative power is its ability to collect, analyze, and interpret vast amounts of data in real time. In the hospitality industry, this translates into highly personalized guest experiences. Hotels today leverage AI-powered systems to understand guest preferences, predict needs, and deliver tailored services. From chatbots that handle reservations and inquiries around the clock to smart room controls that adjust lighting, temperature, and entertainment based on guest behavior, AI ensures that every interaction feels intuitive and customized. This not only improves guest satisfaction but also fosters

loyalty and repeat business.

Beyond guest-facing services, AI plays a crucial role in streamlining back-end operations in hotels. Revenue management systems powered by AI analyze market trends, demand patterns, and competitor pricing to optimize room rates dynamically. Similarly, housekeeping operations benefit from predictive analytics that allocate resources efficiently based on occupancy forecasts. Maintenance systems can detect potential equipment failures before they occur, reducing downtime and preventing costly disruptions. By acting as the central command system, AI enables hotel managers to make informed decisions quickly and effectively.



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In facility management, AI is revolutionizing how buildings are operated and maintained. Smart buildings equipped with AI-driven systems can monitor energy consumption, optimize lighting and HVAC systems, and ensure sustainability without compromising comfort. For example, AI can adjust air conditioning based on occupancy levels, reducing energy wastage while maintaining optimal

conditions. Security is another area where AI serves as a nerve center—advanced surveillance systems can detect unusual activities, identify potential threats, and trigger alerts in real time, enhancing safety and response capabilities.

Predictive maintenance is one of the most impactful applications of AI in facility management. Instead of relying on routine inspections or reacting to equipment breakdowns, AI systems analyze sensor data to predict when a component is likely to fail. This allows maintenance teams to take proactive measures, minimizing disruptions and extending the lifespan of assets. Additionally, AI-powered platforms can centralize operations, providing facility managers with a comprehensive dashboard that integrates data from various systems, enabling better coordination and control.

In the healthcare sector, the role of AI as an operational nerve center is even more critical. Hospitals operate in high-stakes environments where timely decisions can save lives. AI enhances clinical decision-making by analyzing patient data, medical histories, and diagnostic results to provide accurate insights and recommendations. For instance, AI algorithms can assist in early detection of diseases, identify patterns that may be missed by human observation, and support doctors in choosing the most effective treatment plans.

Operational efficiency in hospitals is significantly improved through AI-driven systems. Patient flow management, for example, can be optimized using predictive analytics to reduce waiting times and ensure better resource allocation. AI can forecast patient admissions, enabling hospitals to prepare staff and facilities accordingly. In addition, automated scheduling systems streamline appointments, reduce administrative workload, and improve overall patient experience.

AI also plays a vital role in enhancing patient safety and care quality. Smart monitoring systems can track patient vitals continuously and alert healthcare professionals in case of anomalies. This real-time monitoring reduces the risk of complications and ensures prompt intervention. Furthermore, AI-powered robots and virtual assistants are increasingly being used to support healthcare staff by performing routine tasks, allowing professionals to focus more on patient care.

Despite its numerous advantages, the integration of AI in these sectors comes with challenges. Data privacy and security are major concerns, particularly in healthcare where sensitive patient information is involved. Organizations must ensure robust cybersecurity measures and comply with regulations to protect data integrity. Additionally, the adoption of AI requires significant investment in

infrastructure and training, which may pose challenges for smaller organizations. There is also the need to balance automation with the human touch, especially in industries like hospitality and healthcare, where empathy and personal interaction remain essential.

However, the benefits of AI far outweigh these challenges when implemented thoughtfully. By acting as the operational nerve center, AI enables organizations to move from reactive to proactive management, enhances efficiency, reduces costs, and improves overall service quality. It empowers decision-makers with real-time insights and creates a more responsive and adaptive operational environment.

In conclusion, AI is redefining the way hotels, facility management systems, and hospitals operate by serving as the central intelligence that drives coordination and decision-making. Its ability to integrate data, predict outcomes, and automate processes positions it as an indispensable tool in modern operations. As technology continues to evolve, the role of AI will only become more prominent, shaping a future where operations are not just managed but intelligently orchestrated. Embracing AI as the operational nerve center is no longer an option, it is a necessity for organizations aiming to thrive in an increasingly dynamic and competitive world.





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Hotel Housekeeping vs. Facilities in Commercial Buildings: An Operational Perspective

Housekeeping in hotels and facility services in commercial buildings are often perceived as similar functions because both deal with cleanliness, upkeep, and maintenance of physical spaces. However, when examined from an operational perspective, they are fundamentally different in purpose, execution, and expected outcomes. One is deeply rooted in guest experience and brand perception, while the other is driven by efficiency, hygiene, and uninterrupted functionality. With experience spanning both hospitality and large-scale facility management, the contrast becomes very clear in day-to-day operations, team structure, and performance expectations.

Core Philosophy: Experience vs Utility

The most defining difference lies in the core philosophy. Hotel housekeeping is experience centric. It is not just about cleaning a room; it is about creating an environment that feels welcoming, luxurious, and comfortable. Every detail—from the crispness of linen to the arrangement of amenities, contributes to the guest's perception of the hotel.

In contrast, facilities management in commercial buildings such as offices, malls, hospitals, or IT parks is utility-driven. The objective is to ensure that the environment remains clean, safe, and conducive to productivity. Occupants are not looking for luxury; they expect reliability and hygiene. In simple terms, a hotel room must impress, while a commercial space must perform.

Standards of Cleanliness: Perfection vs Practicality

In hotels, cleanliness standards are extremely high and visually driven. There is zero tolerance for dust, stains, or inconsistencies. Rooms must look flawless, and even the smallest detail—like the alignment of pillows or the shine on bathroom fixtures—matters. Inspections are frequent, and quality is judged not just by hygiene but by presentation.

In commercial facilities, cleanliness is practical and process-oriented. The focus is on maintaining hygiene and sanitation, especially in high-



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PHA-Life Member.





traffic areas such as lobbies, restrooms, and workspace. While appearance is important, the emphasis is more on functionality and health standards rather than visual perfection. Thus, hotels aim for perfection, while facilities aim for consistency.

Scheduling and Frequency

Hotel housekeeping operates in a dynamic, real-time environment. Rooms must be cleaned and prepared quickly for incoming guests, often within tight turnaround times. Daily servicing is standard, and in luxury properties, additional services like evening turn-down are expected. Scheduling is flexible and adapts to guest behavior and occupancy levels.

In commercial buildings, cleaning follows a structured schedule. Most activities are planned during non-working hours to avoid disruption.

Daytime cleaning is limited to essential upkeep, while deep cleaning is carried out periodically. The focus is on maintaining a steady standard rather than rapid turnaround. Hotels operate on immediacy, while facilities operate on predictability.

Staff Skill-sets and Training

Hotel housekeeping staff are trained not only in cleaning techniques but also in guest interaction and presentation. Grooming, etiquette, communication, and attention to detail are critical. Staff must be discreet, responsive, and capable of handling guest requests with professionalism and warmth.

In commercial facilities, staff training is more technical and process-driven. The emphasis is on efficient use of equipment, knowledge of cleaning chemicals, adherence to safety protocols, and task completion within

defined timelines. Interaction with occupants is limited and usually functional. This highlights a key difference: hospitality staff deliver service with a personal touch, while facility staff deliver service with operational efficiency.

Tools and Technology

Hotels rely on a combination of manual precision and selective technology. Cleaning is often done manually to ensure attention to detail, especially in guest rooms. High-quality materials, eco-friendly chemical.

PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA)

PHA is a non-profit organization which provides a platform to Housekeeping professionals from Hotels, Retail, Facility Management Companies, Healthcare, Engineering Industry, Educational Institutions, Training Institutes who share their experiences, best practices and thereby highlight the industry's immediate requirement. PHA envisages establishing and implementing an effective and efficient structured programme in all aspects of Housekeeping services, covering all types of facilities.

PHA is a national body constituted on 16th February 2015, and is the guiding force to the chapters in all states. The first chapter came into force in Bengaluru representing Karnataka with a Board comprising of a Vice President and 9 board members and is actively functioning. Similar chapters in other states have been initiated widening

the reach for the benefit of the Housekeeping fraternity. With more than 400 members from all sectors of the cleaning industry – retail, health care, hospitality, facilities, and educational institutions across the country, PHA has operational chapters in Karnataka, Telangana, Goa and North India.

To instil a sense of pride, comradeship, knowledge & professionalism among the housekeeping fraternity and future housekeeping professionals is the vision of Professional Housekeepers Association.

PHA offers membership to housekeeping fraternity, hospitality academicians, vendors, corporates formally associated with the domain and Hotel Management students. A member has the opportunity to deliberate, acquit, share and mentor like-minded professional.



PHA YUVA

A feather in the cap of PHA is its offshoot, PHA Yuva. Constituted and launched in September 2017 as a formal platform for the youth aspiring to be a part of the hospitality industry in the core area of housekeeping, PHA Yuva has grown leaps and bounds with about 200+ members. PHA Yuva is for the students, by the students, mentored proficiently by the industry professionals and faculty.

The foremost objective of PHA Yuva is to bridge the gap between the industry and academia and provide a dedicated forum for networking with industry leaders in the field of housekeeping and related endeavours. PHA Yuva strives to build a knowledge share base for the students of all hospitality management institutes and provide them an opportunity to exhibit their talents.

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Professional Housekeepers Association

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Tel: +91 9880030926;

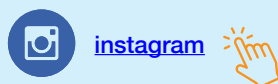
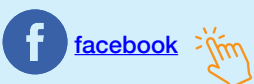
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HOW TO BECOME A PHA/PHA YUVA MEMBER

1. Log on to www.phka.in
2. Click on Registration
3. Choose profession/domain.
4. Click on registration type.
5. Fill the Registration form.
6. Make the fee payment as directed.
7. For enrolment related queries, contact +91 9880030926; +91 8618321769 or mail to chrn.ind@phka.in

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PHA PICTURE STORY



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Presents

UVA
A Young United Visionary Association

8th NATIONAL HOUSEKEEPERS CONVENTION & 11th PHA ANNIVERSARY

Saturday 30th May 2026

CONVENTION THEME
Stewards of Standards

CONVENTION TITLE
Leadership in the Art and Science of Housekeeping

CONVENTION INSPIRATIONS
Care- Create- Elevate

CONVENTION HIGHLIGHTS:

- Unveiling "Stewards of Standards" via Concept Presentation by the Experts.
- Interdisciplinary Panel Discussion on "Leadership in the Art and Science of Housekeeping".
- Housekeeping Design Thinking Workshops.
- Knowledge-Oriented Product Exhibitions.
- Personal Storytelling Stage Related to Stewards of Standards.
- Awards and Recognitions for Leaders Excelling in Stewards of Standards.
- Leaders Networking.
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Invite flyer for 8th National Housekeepers convention & 11th PHA Anniversary



Mindfulness session led by Dr. Ravinder Kaur Arora, Holistic wellness coach



Lamp Lighting ceremony (L-R: Chief Guest, Mr. R. Ramesh, Senior Vice President-Household Maintenance, The Oberoi Group; Star collaborator of the event-Mr. Kiran Rao, President-Peppermint Robotic; Ms. Jayashree Nagaraj, Founder President & Chairperson-PHA; Mr. Davinder Juj, General Manager, Eros Hotel-New Delhi; and Guest of Honour, Ms. Kanika Hasrat, Senior Regional Director-Operations, South Asia, Hilton Hospitality)



Inaugural dance performance presented by Ms. Bindu K. C., Corporate Housekeeper, Abad Hotels, and VP-Operations, PHA Kerala chapter.



PHA Corporate video presentation & PHA performance report 2025-26 was delivered by Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, and Founder member & VP-Operations-PHA India and PHA North chapter



Inaugural address by Founder President & Chairperson Ms. Jayashree Nagaraj



Address by Guest of Honour- Ms. Kanika Hasrat, Senior Regional Director of Operations-South Asia, Hilton Hospitality; and National President- WICCI Hospitality & Tourism Council



Address by Chief Guest, Mr. R. Ramesh, Senior Vice President-Household Maintenance, The Oberoi Group, New Delhi.



Presentation was done by Mr Benjamin Alexander, Director Sales, Schevaran Laboratories Pvt Ltd.



PHA working committee members



Panel Discussion 1-titled “Voice of Leaders: Housekeeping as a Driver of Brand Trust, Experience and Reputation (L-R: Moderator Dr. Dharna Shukla, Assistant Professor, Accommodation Operations & Management, Amity University, Lucknow; Ms. Rubina Sharma, Hotel Manager, Eros Hotel, New Delhi; Mr. Tejus Jose, Director of Operations, Ibis and Ibis Styles Hotels-India; Mr. Sunil Kherra, VP-Operations-North, Regenta Hotels Pvt. Ltd.; Mr. Manoj K. Agarwal, Mall Specialist and Founder & MD, Manoj K. Agarwal Consultant Partner; and Dr. Prashant Vashistha, Regional Director, Delhi NCR, Rainbow Children’s Hospital)



Presentation by Mr. Kiran Rao, President, Peppermint Robotics-Star Collaborator for the event



Panel Discussion 2 titled "The Art & Science of Housekeeping-From Creative Vision to Scientific Execution" (L-R: Ms. Pancham Kaur Narkar, Senior General Manager-Housekeeping, Jio World Centre; Dr. Madhu Chandok, Founder, Inspiring Innovative Hospitality and Honorary Advisor-PHA North; Ms. R. Sangeetha, Corporate General Manager-Housekeeping, GRT Hotels & Resorts; Moderator for the Panle discussion- Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, and Founder member & VP-Operations-PHA India and PHA North chapter; Mr. Anil Sathe, Chief Growth Officer, Kinetiq Robotics Pvt. Ltd.; and Ms. Indrani Sanyal, Head of Facilities & Services, Woodlands Hospital, Kolkata, & PHA-East Co-ordinator)



Memorandum of Understanding (MOU) was signed between PHA and GACS-Global Association for Corporate Services (L-R: Ms. Bharti Singh Kalappa; Ms. Jayashree Nagaraj; Dr. Sameer Saxena, Board member, Global Association for Corporate Services (GACS); and Col. Ashok Prabhakar, President-North chapter-GACS).



B2B networking session



Presentation titled "Redefining Hospitality Education" by Ms. Bashir Vandana Rawat, HOD-Rooms Division, IHM-Jaipur & PHA Life member.



Presentation by Mr. Anil Sathe, Chief Growth Officer, Kinetiq Robotics Pvt. Ltd.



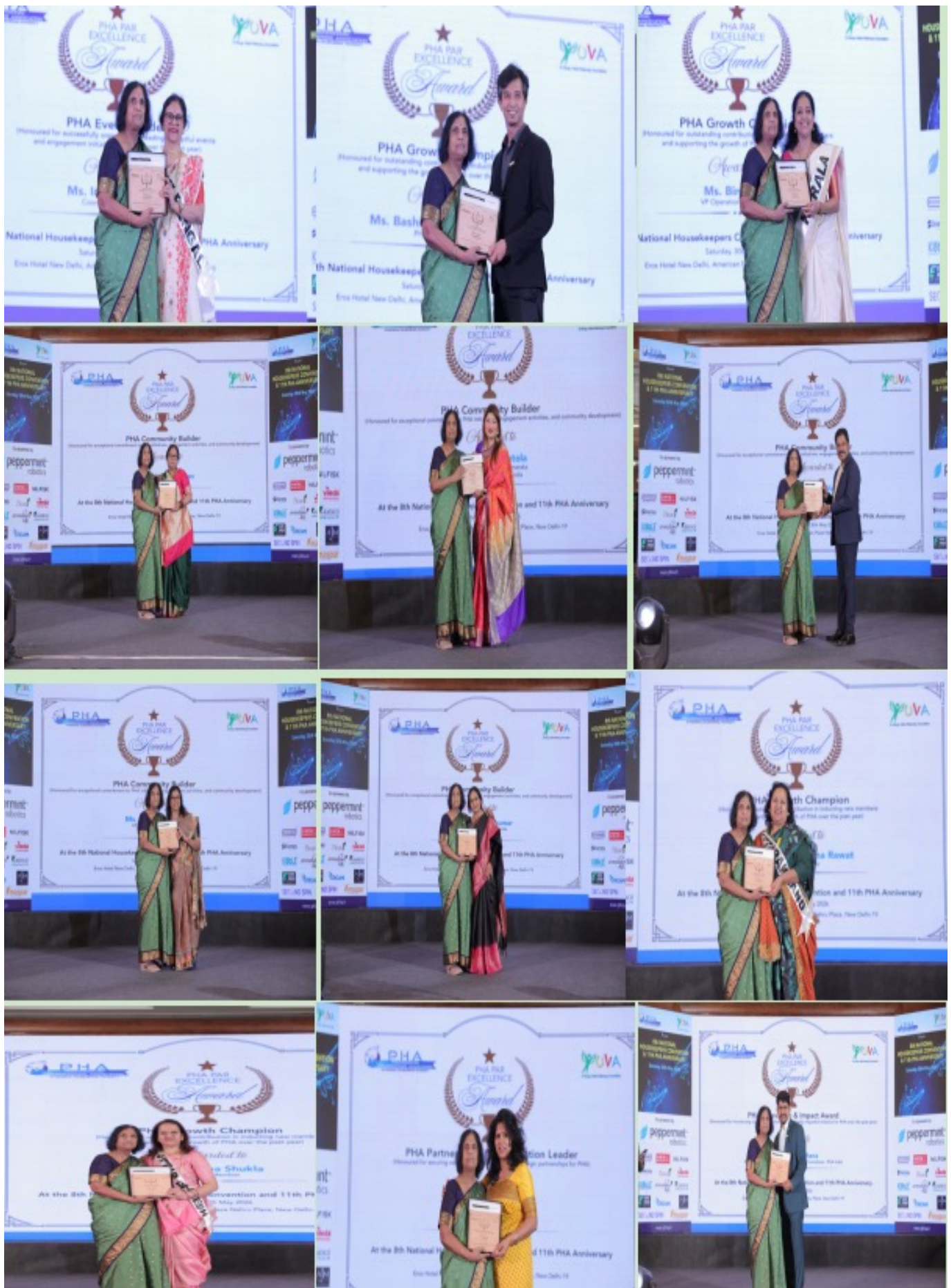
Digital Quiz organized by Mr. Ranajit Behera, AGM Services, Bangalore International Airport Ltd.



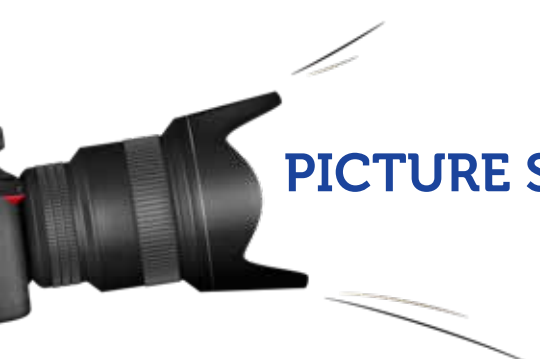
Presentation by Mr Anurag Ajmera, Director Marketing, AJM textiles



Presentation by Nilfisk



Awardess of PHA Par Excellence Awards



PICTURE STORY FROM KARNATAKA CHAPTER



PHA PROFESSIONAL HOUSEKEEPERS ASSOCIATION

UVA A Young India Voluntary Association

A Curtain Raiser Event By

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HOUSEKEEPERS SYNERGY 3.0

3:00pm to 6:00pm | 17 January | 2026

Hotel Ramanashree Richmond Bengaluru

The Power of Collaboration:
Redefining Clean & Safe Environments Through Housekeeping and Pest Management Synergy

Chief Guest:
Mr. Mohankumar P.K. Founder & CEO, Turnstone Hospitality

Moderator:
Mr. Virender Razdan, Hospitality expert

Panelists:

- Mr. Manoj Bahara, AGM - Services, BJA, Executive Member - District, IT & Management, India
- Mrs. Smita Rathod, Director, CC Kolkata, The Leela Bhadrini City
- Mr. T H Shivakumar, Pest Management Professional
- Mr. Praveen Kumar, Chief Operating Officer, Oken India

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Invite artwork of Housekeepers Synergy 3.0 organized by PHA-Karnataka chapter



Lamp lighting ceremony (L-R: Mr. VM Prakash, Secretary, Karnataka Pest Management Association ; Mr. Virender Razdan, Hospitality Expert; Mr MohanKumar P. K., Founder & CEO, Turnstone Hospitality; Ms. Babita Butola, Executive Housekeeper, Grand Mercure, Gopallan mall, Bengaluru; and VP Opearations-PHA Karnataka chapter & Executive member-PHA, India; and Mr.Ravi Chandra, President, Karnataka Pest Management Association)



Panel discussion on topic 'The power of collaboration-Redefining clean & safe environments through Housekeeping and Pest Management synergy' (L-R: Mr Shiva Kumar, Pest Management Professional; Ms Smitha Rathod, Director of Rooms, The Leela Bharthiya City, Bengaluru; Mr. Ranajit Behera, AGM-Services, Bangalore Airport Limited; and PHA Executive Member Creativity, IT & Promotion, PHA India; and Mr Pradeep Kumar, Chief Operating Officer, Orkin India)



Invite artwork for Housekeepers Synergy 4.0 organised by PHA Karnataka chapter



Lamp Lighting ceremony (L-R Ms. Jayashree Nagaraj, Founder President and Chairperson-PHA; Ms. Kadambari Sabharwal Talwar, General Manager, Courtyard by Marriot, Bengaluru, Hebbal; Mr. Yeow Min Kwah, Co-Founder, Bharat Pristal India Pvt. Ltd., Mr. Naveen Midha, Co-Founder, Bharat Pristal India Pvt. Ltd; and Ms. Babita Butola, Executive Housekeeper, Grand Mercure, Gopallan mall, Bengaluru; and VP Operations-PHA Karnataka chapter & Executive member-PHA, India)



Panel discussion on topic 'Sustainable Laundry Solutions for the Future of Housekeeping' (L-R: Mr. Yeow Min Kwah, Co-Founder, Bharat Pristal India Pvt. Ltd., Ms. Lakshmi Kondaswamy, HOD-Housekeeping, Apollo Speciality Hospital, & Treasurer-PHA Karnataka chapter; Ms. Kadambari Sabharwal Talwar, General Manager, Courtyard by Marriot, Bengaluru, Hebbal; Mr. Karthick Arumugham, Executive Housekeeper, The Oterra Hotel, Bengaluru, & Secretary-PHA Karnataka chapter, & Treasurer-PHA India; and Mr. Srinivas Rao, Founder & CEO, Klen Laundroworks)



Delegates attending Housekeeping Synergy 4.0

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Dr. Anu Suraj A
Psychologist

Precious takeaways for Housekeeping Fraternity



A guided session by Psychologist Dr. Anu Suraj on 'Stress management & work Life balance'.



Flyer for CSR Activity organized by PHA Kerala Chapter



Visit to care home at Chengulam, Munnar: CSR activity organized by PHA Kerala chapter



Flyer artwork for the 3rd PHA Kerala chapter Anniversary



(Lamp Lighting ceremony): (L-R Mr.Dinesh, General Manager, Crown Plaza, Cochin; Mr Riaz Ahmed, Managing Director, Abad Hotels; Chief Guest Retd. Chief Justice Abdul Rahim; Mrs. Jayashree Nagaraj, Founder President and Chairperson, PHA; Ms Nirupama Patra, HOD Housekeeping, IHM Shri Sakthi, Hyderabad; and Mrs Bindu. K. C, PHA Kerala chapter VP-Operations, & Corporate Housekeeper, Abad Hotels.)



Felicitation of Mrs Jayashree Nagaraj, Founder President and Chairperson-PHA by Mr Arjun Pannikot, Executive Housekeeper, & PHA Life member, The Ramada, Kochi



Inaugural dance: A traditional art form of Kerala 'Thiruvathira kali'



Felicitation of Ms Nirupama Patra, HOD Housekeeping, IHM Sri Shakti, Hyderabad, and VP-L&D PHA Telangana chapter



Ms. Sheeba Manuraj, Executive Housekeeper, Abad Copper Castle, Munnar, and Treasurer, PHA Kerala Chapter, felicitating Dr. Thomas, HOD Housekeeping, Army Institute of Hotel Management and Catering Technology, & Executive VP L&D-PHA India



Felicitation of Mr. ShivaKumar Vadivelu, AGM-Housekeeping Presitige Property Management & Services, and General Secretary, PHA-India by Rakesh. B. Jayan, PHA-Life Member, Operations Manager, Q White Crescent by Dimora, Kochi.



Address by Ms. Bindu. K. C., Corporate Housekeeper, Abad Group of Hotels, and VP Operations, PHA Kerala Chapter.



Delegates attended the event



PICTURE STORY FROM TAMIL NADU CHAPTER



INSTITUTE OF HOTEL MANAGEMENT CATERING TECHNOLOGY AND APPLIED NUTRITION, CHENNAI
in Collaboration with
PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA)
is organising a
Workshop
Housekeeping Eco-Friendly
Cleaning Agents and Their Uses
Venue: SCHOOL OF HOTEL AND CATERING MANAGEMENT, VISTAS, CHENNAI-117
at 12 pm on 19.02.2026

Workshop organised by PHA Tamil Nadu chapter for PHA YUVA members



Workshop organised by PHA Tamil Nadu chapter on topic 'Housekeeping Eco-friendly cleaning agents and their uses.'

PICTURE STORY FROM TELANGANA CHAPTER



Invite Artwork for PHA-TAP Housekeepers Nexus 1.0



Lamp Lighting Ceremony: (L-R) Ms. Rachna Agashe, HOD-IHM Hyderabad; Ms. Nirupama Patra, HOD-IHM Shri Shakti, VP L&D; PHA Telangana Chapter; Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, and Founder Member & VP Operations-PHA India & PHA North chapter)



Chief Guest Address-Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, and Founder Member & VP Operations-PHA India & PHA North chapter.



Delegates attending the event



Invite artwork of a workshop organized by Telangana chapter on 'Technology in Housekeeping'






Invite artwork for workshop organized by PHA YUVA Telangana chapter on topic 'Creating mood Board'



PHA YUVA members from Telangana chapter attending the workshop on 'Creating Mood Board'



PHA YUVA members from Telangana chapter attending the workshop on 'Technology in Housekeeping'

Topic Loyalty programs and their benefit

By
Mr. Saurav Karan
(Front office manager)
ITC Kakatiya Begumpet, Hyderabad


Conducted By
IHM SHRI SHAKTI
and
PHA YUVA TELANGANA CHAPTER

Venue: MPH
Date: - 10-03-2026
Time: - 2pm

Organizer :
Mrs. Nirupama Patra

Coordinator :
Mrs. Mary Srinivas

Invite artwork for workshop conducted by PHA Telangana chapter



PICTURE STORY FROM NORTH CHAPTER



PHA- NCR CHAPTER

Invites you for a
FACTORY VISIT



Diversey
A SOLENIS COMPANY

"Step inside a Cleaning Solutions manufacturing unit and discover how Science, Precision Engineering, and Hygiene Innovation come together to support Professional Housekeeping Operations".

EXCLUSIVE FOR PHA LIFE MEMBERS ONLY

A visit to Himachal Pradesh

2PM | FEB 13 | 2026

For Further information please Contact:
+917060972595
www.phka.in

Invite flyer for Diversey factory visit organised by North chapter



HOUSEKEEPERS CONCLAVE 4.0

Co Powered By




IHM Jaipur, Rajasthan

PHA- NCR Chapter brings together Hospitality Leaders, Facility Heads/Managers, Academicians and Housekeeping Professionals, for an afternoon of Knowledge, Inspiration, and meaningful connections.

LEARN. CONNECT. ELEVATE.

Venue: Institute of Hotel Management, Sikar Rd. Military Containment, Bani Park, Jaipur, Rajasthan 302016.

2PM-5PM | MAR 28 | 2026

For Further information Please Contact:
+919717017843
www.phka.in

Invite artwork for Housekeepers conclave 4.0

Lamp lighting ceremony (L-R: Mr. Aman Goel, Business Head Institutional Sales, King Koil, India; Ms. Bharti Singh Kalappa, Head Facilities Noida International Airport, and Founder Member & VP Operations-PHA India & PHA North chapter, Ms. Nimesha Seth, Principal, IHM, Jaipur; Mr. Ashok Kumar Saxena, ASN, Pest Control; and Chief Guest- Mr Bhupendra Rana, General Manager, ITC-Rajputana)



Diversey Factory Visit



Diversey Factory Visit

Delegates attending the Diversey factory visit, organized by PHA North chapter





Delegates and YUVA members attending Housekeeper conclave 4.0



Delegates attending the Housekeepers Conclave 4.0

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CONTACT US: _____

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