HOSPITIUM

Culinary Gardens by Chefs
A Trending Green Practice in
Hospitality Business

**Lessons from Coronavirus:
How Hospitality Could
Survive and Thrive
In 2020 And Beyond**

Cover Story

**An insightful point of
view by Mackensie
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**Co-creation of Meal Experience
through Technological
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Social Travel
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**IMPACT OF ARTIFICIAL
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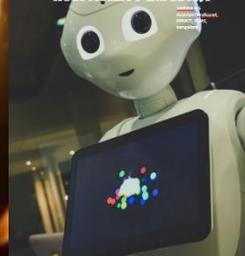
WELCOME TO THE EXCITING WORLD OF HOSPITALITY

RAMAIAH
UNIVERSITY
OF APPLIED SCIENCES

Hospitium
is the ancient Greco-Roman concept of hospitality.
A divine right of the guest and a divine duty of the host.

EDITORIAL BOARD

FOREWORD

Professor Abby Mathew

Dean of Faculty of Hospitality Management and Catering Technology (FHMCT)
RUAS, Bangalore

I am pleased to present the second volume of 'Hospitium' having the continuance of academic writing and trending articles to discover. The theme opined by the editorial board is captivating. We live in a world that is constantly changing at a fast pace due to technological advancements, societal needs and now due to the pandemic crisis. Hospitality business has evolved from traditional manual services to artificial intelligence based robotic super-fast services and now the 'new-normal'. Health and food have always been an integral part of human wellness. This issue is having the blend of articles related to new opportunities, technology-enabled hospitality business experiences and a healthy lifestyle at the workplace which is the need of the hour. I would like to congratulate the authors for presenting their articles in a systematic research form which is in synchrony to the themes. Also, appreciate the editorial team for their meticulous review, design and publication efforts.

Reiterating the statement of Abraham Lincoln, "A capacity, and taste, for reading gives access to whatever has already been discovered by others", to emphasize the need for reading to "discover our surroundings". And this magazine definitely provides access to understand the evolving phenomenon of hospitality trends. I wish success to the editorial team, authors and readers in all their future endeavours.

FROM THE EDITOR'S DESK

Dr Sweety Jamgade

Assistant Professor, FHMCT, RUAS, Bangalore
Editor-in-Chief, Hospitium Magazine
Email: sweety.fo.hc@msruas.ac.in

"Hope gives the strength, the will to keep moving, and ensuing victory."

'*Hope*' is the most powerful word, especially during such pandemic crisis of COVID-19. The Industries, the economy and we as a race pivot on this four-letter word, 'Hope'. We must play our best part, especially for those who have hope on others, for those who are socially deprived, homeless, migrants, weaker sections, laid off and all the casualties in this crisis. Hope and effort should go together to achieve success in the world. This second issue of Hospitium hopes to build confidence among the readers and hospitality professionals through its cover story penned by Ms. Mackensie Freedman on 'Lessons from Coronavirus: How Hospitality Could Survive and Thrive in 2020 and Beyond'. The diverse themes suggested by the editorial board aim to create the ripple effect of vast diverse learning. We are pleased to have two eminent scholars on the editorial board Dr. Jithenderan Kokkranikal and Mr. Sandeep Chatterjee. The insightful articles by these scholars on the topic 'Education and Training for Sustainable Tourism in Developing Countries' and 'Cultured Tourism' are interesting reads.

Many zestful authors from academia and industry have contributed dynamic articles on the themes of:
- The Power of Innovation to Co-create Hospitality Experiences
- Revenue Management in Hospitality Industry
- Artificial Intelligence (AI) for Customer Experiences in the Hospitality Industry
- Health, Food, and Safety at the workplace
- Culture and Peace Building through Tourism.

The author's thoughtful writing, contributions, and positive response to the rigourous review process by the editorial board are highly commendable. Distinguished industry experts have enthusiastically contributed the latest feed to the magazine content which is interesting. Students' contribution through their thoughtful articles, art, and design is appreciated. A special acknowledgement and deep gratitude to the tireless efforts of our art and design student team, **Mr. Nikhil Ranganath and Ms. Aishwarya R.**

We the editorial team hope that this issue meets the expectations of the readers. For any feedback and theme suggestions for the next issue, we leave the door open to the authors and readers. Feel free to contact us at the above-mentioned mail ID for further communications. Let us blossom our association and uplift academic writing and reading to the next level.

Happy Reading!

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Lessons from Coronavirus: How Hospitality Could Survive and Thrive In 2020 And Beyond

Ms. Mackensie Freedman
Typsy, Institute of Hospitality
Melbourne, Australia

COVER STORY

Across the world, as we begin to consider a post-coronavirus future, the hospitality community is considering its next steps. Over the last few months, the industry has faced some incredibly challenging hardships. We might be questioning the future, and our place in it. Certainly, as the pandemic progressed and venues faced restrictions and closures, we might have questioned how hospitality fits into the 'new normal'.

But if we've learned anything from this pandemic, it's that we, as a community and an industry, are far more resilient, innovative and adaptable than we might ever have thought before. Hospitality isn't just surviving - it can thrive. In the aftermath of COVID-19, we all have many reasons to feel not just hopeful, but confident, about the future of the industry.

The saying that crisis and opportunity go hand in hand may be a cliché, but it's true. The challenges we have faced in the last few months have allowed us to take a step back and re-examine the industry; to take stock of priorities; to rebuild in new and better ways with a clearer perspective on modern solutions for modern hurdles.

So, with a new perspective, what have we learned?

For one thing, people are coming out of self-isolation with a deep longing for exactly what hospitality has to offer: connection. To be seated around a table with loved ones; to have your day brightened a little by a small act of service; to share an unexpected experience. This is what hospitality is all about, and the pandemic has reminded us all how much we need human connection.

For another, hospitality is much more adaptable than we might have guessed. They say necessity is the mother of invention; in hospitality, the COVID-19 crisis has been the mother of reinvention. Nowhere has this been achieved more rapidly, or with more success, than in hospitality. Across the world, hospitality staffers and operators are working with a renewed vision for their businesses, adapting overnight to new capacity restrictions, stay-at-home orders, and government – mandated closures. Venues turned greenhouses into private dining suites; adapted menus to suit take-out; sold produce as grocery boxes; and deconstructed dishes into DIY meal kits.

They created on-the-go packs for essential workers; collaborated with healthcare associations to produce sanitization certifications and venue reopening guides; and organized coffee specials, discounts and drop-offs for healthcare workers. There is a seemingly endless list of interesting and innovative ways hospitality venues have adapted to, and overcome, these hurdles.

The pandemic has also seen new technologies come to the fore. Where before we might have conflated innovation with gadgetry, COVID-19 and its consequences remind us that

the most useful technologies in hospitality are those that seek to elevate and adapt, rather than do away with, the human-to-human experience. Tools such as online learning have been instrumental in keeping staff connected and informed.

At Typsy, we've seen an incredible - and dramatic - rise in hospitality owners, managers, suppliers, and employees engaging with online learning in a way that sets up teams and businesses for a quick recovery. And in the context of the rise of remote learning across the world, thought leaders increasingly see learning and development as an essential element of business strategy, rather than as an entry pathway.

Encouraging ongoing upskilling in employees – especially in hospitality, where responsibilities naturally tend to be more fluid - results in a stronger team, with workers who both understand their role more clearly and are better prepared to step up and take initiative when needed. Online learning represents the very best of what technology has to offer the hospitality industry. It's an innovation that keeps hospitality workers connected and engaged with each other and the workplace, enhancing their communication rather than interfering with or undermining it.

It's an opportunity to move forward into the future with confident, skilled associates and the certainty that comes with comprehensive support.

All in all, there's much more to be optimistic about, and proud of, than not. Through these incredible innovations the world over, we are reminded that hospitality is more than an industry – it's a concept, a way of connecting, born out of values we hold dear now more than ever. Service to others; helping and caring for each other; teamwork; communication.
Now's the time for us to move forward boldly, innovatively, and - in the spirit of the industry - with dedicated hospitality.

From Cultural to Cultured Tourism - A Way Forward

Mr. Sandeep Chatterjee
Food & Beverage Consultant
New Jersey, USA

The travel taste of tourists has evolved just as the taste in cinema, music, or fashion. The yesteryears of travelling for 'sea, sand and sun', has now given way to more refined tastes like experiencing alien cultures and lifestyle. Anecdotally, it is presumed that most Americans would love to travel to Japan if money was not a consideration. Similarly, most Japanese have a lifelong fascination for visiting USA (NTTO, 2019).

This is possibly a result of human desire to explore and experience the exotic. The old adage of 'home away from home' is no longer attractive for the post-modern traveller. Tourists today are looking for exactly opposite of what they see back home. Hence, cultural tourism has become the theme for tourism marketing and almost all destination promoters are trying novel ways of showcasing their culture to attract tourists.

The United Nation's World Tourism Organisation has defined Cultural tourism as "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions" (UNWTO, 2017). In other words, Cultural tourism is a rainbow term that defines the destination and its people in the minds of a tourist.

The popularity of Cultural tourism, however, comes with grave challenges. Over-tourism and unplanned destination promotion have had adverse

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effect on many tourist destinations, especially, in poor third world countries. Smith and Robinson (2006), have accused Cultural tourism to be "Eurocentric, Imperialist and Voyeuristic" in nature. UNWTO has since, made a policy framework to incorporate Sustainable Development and Global Code of Ethics for Cultural tourism.

In most destinations, the idea of Cultural tourism is expressed in a narrow-paraded form, where tourists are often shown aspects of local culture as exhibits, rather than as an experience to share and respect. The concept of cultural appreciation is often lost in the endeavour to attract foreign currency.

International tourists in our country mostly stay at 5-star luxury hotels, where staff, dressed in pristine 'ethnic' wear, treat our royal guests to 'Indian cuisine' from a lavish buffet. Hence, the tourists end up returning with a quite different experience of India. The challenge to cultural tourism is not just limited to display of synthetic cultural motifs, the very concept of 'culture' is also in question. We as Indians are proud of our culture but are we equally appreciative of other cultures? The answer may not be that simple.

The gap in mutual appreciation of cultures result in adverse forms of tourism like commodification of Karnataka's Channapatna toys or rise in drugs, prostitution, and crimes in rural Rajasthan (Shepard, 2002). The phenomenon is not restricted to foreign tourists visiting India, in fact we also indulge in this category of tourism when we visit Bangkok or Las Vegas. Misdirected 'Cultural' tourism has many other forms, like tourists visiting Dharavi slum in Mumbai or disaster sites like Chernobyl and may be future visits to 'Wet market' of Wuhan. In order to achieve a true cultural tourism, it

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is imperative that the concept of Cultured Tourism is followed. To begin with every stake holder in tourism and hospitality must learn about their own native culture. We can expect respect from others only if we learn to respect our own. The front-line staff like, tour guides, hotel staff, restaurant staff, public transport operators, security personnel gift shop employees and other local businesses must be trained to explain our food, art, history and heritage to the tourist. At the same time, it is essential that they also have respect and appreciation for other cultures. In the post-COVID 19 world, tourism has been hit the hardest and our idea of peace building across nations via tourism has been shaken to its core.

Nevertheless, historically, we have seen that tourism industry has had the resilience to come back from various disasters like global recession and 9/11. The comeback may be slow and painful, but it is certain that our road to recovery must include solidarity in taking measured steps towards Cultured tourism ahead of Cultural tourism.

Source Credits:
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Education and Training for Sustainable Tourism in Developing Countries

Dr Jithendran J. Kokkranikal
Principal Lecturer
Department of Marketing, Events and Tourism
University of Greenwich, London

That tourism can be an attractive development option for less developed countries cannot be overemphasised. A large number of developing countries have turned to tourism as a potential escape route from their development problems (Todaro and Smith, 2012) as it offers a comparative advantage as a development activity when compared to traditional sectors of economy such as agriculture (Jenkins, 2015).

Tourism's potential to generate a number of social and economic benefits have encouraged developing countries to invest scarce resources and capital for its development (Kokkranikal and Morrison, 2011). However, as Sharpley argues (2010) the inherently imperialistic and dependent nature of tourism do not fit easily with the notions of inclusive growth or an alternative model of development.

With no past experience or expertise, tourism in the less developed countries is generally characterised by adhocism and unplanned development leading to various kinds of environmental, social, cultural and economic impacts, generating numerous destination case studies of negative impacts of tourism (Wall and Matheson, 2006). Sustainability, as a result, is an important issue in tourism in developing countries.

Tourism, in fact, can worsen the already deteriorating environmental and economic problems in the developing world and developing forms of

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Tourism that is environmentally benign and economically productive remain a major challenge (Sharpley, 2010). Development of tourism within the framework of sustainability that embrace economic viability, local prosperity, social equity and environmental integrity thus is a fundamental requirement in developing countries (UNWTO, 2013)

Education and training are one of the key variables in building expertise and capability to develop and manage tourism that can lead to endogenous and sustainable development of tourism (Kokkranikal and Baum, 2000). Though there is a recognition of the importance of human capital as a key variable in sustainable tourism development (UNWTO, 2013), the tourism industry is characterised by a questionable attitude to investment in human capital, inflexible employment practices and an educational and training support system of doubtful relevance (Kokkranikal and Baum, 2002). Tourism policy makers and planners look upon tourism education and training as an operational consideration rather than a vital policy issue (Kokkranikal, et. al., 2011).

Further, the multi-sectoral nature of the tourism industry existence of a wide variety of tourism occupations complicates the situation making any co-ordinated efforts virtually impossible.

An overview of tourism education and training in developing countries, points to a number of problems such as budgetary constraints, shortage of training institutions, shortage of training expertise, unsuitable tourism curriculum with little or no recognition and acceptance by the tourism industry, lack of manpower planning, limited in-house training capacity, lack of support from the private sector and ineffective legislation (Kokkranikal and Baum, 2000).

Very often tourism education and training institutions in developing countries blindly adopt the curriculum and pedogogy followed by institutions in developed countries. A major drawback of this system of imitating developed countries is that the development concepts and management practices followed by them may not be relevant and practical in developing countries.

As Kokkranikal and Baum (2000) propose, a multi-pronged approach to tourism education and training with the active involvement of stakeholders in the public, private and voluntary sector as well as the host community within the framework of inclusivity, quality and sustainability can help develop a competitive tourism sector that is inclusive and endogenous. Such an approach will encompass pre-employment education, in-service training, community extension initiatives and visitor awareness programmes.

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A review of the evolution and the present state of tourism education and training and sustainability issues in tourism in developing countries indicate a wasted opportunity. This is evident from increasing instances of environmental, social and cultural problems attributed to tourism and the persisting lack of competitiveness of the tourism industry in developing countries.

In order to achieve sustainability and competitiveness, tourism policy makers in developing countries need to re-appraise their approaches to tourism and strive to develop indigenous expertise and capabilities. It is argued that external expertise provided by international organisations and donor agencies may not always be the best way to achieve sustainable tourism in developing countries.

Considering the importance of indigenous development of expertise and capabilities to achieve sustainability and competitiveness, investments in tourism education and training could be a major strategy to achieve these twin objectives. A reappraisal of tourism development and management approach that recognise tourism education and training as a priority policy area for capacity building appears to be the way forward.

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MARKETING HOTELS IN THE ERA OF CHURNING!

Mr. Rohit Hangal
Director
Sphere Travelmedia & Exhibitions Pvt. Ltd.
Bangalore

POWER OF INNOVATION

AS Images of Another hotel inventory oversupply gets on the overdrive, thanks to the overzealous COVID-19 Virus, which has put the industry on short notice. While hotels across the world are literally gasping for breath and hoping to have their heads over water amid this unparallel crisis; we as stakeholders here in India cannot wait for the action to resume.

In an era, where revenue management is seen on par with economists and weather forecasters, where they predict a situation, and when it does not happen, can very well tell you, why it did not and still retain their jobs!

It is surely not rocket science that Indian cities at most times are down by 60 - 70% from Thursday to Sunday, i.e., would be over a minimum of 200,000 unsold room nights! There has been virtually no effort being made by any of the major hotel associations to help hotels tie-up with tourism boards, deal with major MICE Networks or even travel companies to help create a transparent room rate mechanism combined with a sound promotional strategy that would help generate business from varied markets such as MICE or leisure.

With the expanding hotel scenario, where in all and sundry see themselves as a hotel owner and the International Hotel brands see an opportunity to fix their brands and get professional management to one of the world's fastest growing hotel construction markets. In the world changing Hotel ownership dynamics from traditional hotel owners and operators to the new real estate developers, who go by the name of 'Asset Creators'! In a new-found love of creating wealth, hotels are now a big part of the scheme to generate recognition and accrued valuation to raise more funds to expand their real estate ambitions. In such an era where the hotel ownership is myopic towards any long-term business plan, management is pressurized to cater to the whims of making quick money, without a desire to create a market, which involves a bit of patience and hard work!

Leafing through newspaper articles which announce hotel projects in India (especially the ones announced by real estate biggies), it's quite surprising that some of them have not even moved from the drawing board stage, for about a year.

The announcement of new hotel projects with leading world hotel brands, adds value to the project's

real estate component and gets the necessary 'pre-public issue' attention from media. As more and more hotel builders go in for multi-use models, creating MICE infrastructure will add immense value to their bottom lines.

The new age city hotels have created a system of milking the already drained 'Corporate Cows' or the homegrown Revenue Manager's diktats. The Revenue Manager's role (primarily an imported concept), was introduced into Indian hotel system by the big multinational chains to maximize revenue. The Revenue Manager is accorded with powers to supersede the sales team's control over evaluating clientele and negotiated rates. Conflicts of interest between the Revenue Manager's short-term goals and the end result of creating a long–term sustained business relationship is one of the key factors for hotels to refuse to look for alternate sources.

Apart from the corporate MICE, that are always welcome, Indian Hotels across sectors have a large portion of revenues arising from Food & Beverage and taking into consideration the penchant for your countrymen to use hotels for weddings, anniversaries, birth-days,

retirement send-offs, kitty parties and even child-naming ceremonies, the market for MICE will not go out of fashion in a hurry! Irrespective of the size of the hotel or its star category, it would help if an Event venue is incorporated, especially in India. Some European hotel brands, which do not have MICE as part of the standard design plan are now customizing to cater to the Indian desire to celebrate!

It does not make so much difference to add an event venue, even if you do not wish to manage it on your own. While doing business in India, there is always 'Outsourcing'!

Of late, there has been a concerted effort by leading hotel brands such as Marriott, ITC Hotels, Hilton and Taj to create separate marketing teams to reach out to the MICE segment. Marketing MICE requires different skill-sets, not necessary aligns with that of the Revenue Managers. Hotels should create a business model, where Event managers, Associations and Professional Conference Organizers (PCOs) are partnered with and considered as part of their distribution strategy. And Yes. Commissions are important! They work in most international markets and will do good in India as well.

The strength of India as a destination and a bonafide outbound travel market is under test. The ability to play well and play smart may be the adage you associate with the Indian Cricket team, but the immensely assist the immensely talented Indian hospitality industry if it punches above its weight!

Culinary Gardens by Chefs
A Trending Green Practice in Hospitality Business

Chef. Neena Joshi, Associate Dean
FHMCT, RUAS, Bangalore

POWER OF INNOVATION

How we wish that money would grow on trees. What if I were to tell you that money can grow on trees, especially for chefs who have their own culinary gardens.

Chefs can be farmers and chef's gardens have become very popular recently. Some of the global restaurants of the world have their own kitchen gardens and using their own produce has given them popularity and profits.

Nothing can be more exhilarating for a chef than to open a crate filled with freshly harvested produce. Tender baby carrots with plump red tomatoes nestling by the side of crunchy greens and salad leaves.

Freshness of ingredients is a show stopper as far as marketing restaurant foods go. Which diner will not be charmed when told that the tomatoes in their soup was plucked after they walked into the restaurant?

Many seafood restaurants have live seafood in tanks and allow their customers to choose the one they would like on their plate. While this might be a little distasteful for the weak hearted, the fact that the freshness of the lobster adding value to the product cannot be denied.

What exactly is a Culinary Garden?
A culinary garden is a garden from which you can harvest fresh produce. They are also called urban farms, chef's garden, or simply kitchen gardens. For fresh and better tasting vegetables and to reduce costs, a 'Culinary Garden' is a great idea.

Psychologically speaking, for a chef or anyone, a great sense of fulfilment and accomplishment can be achieved by growing your own produce. Use of pesticides and other harmful materials can be avoided in a culinary garden attached to a restaurant.

Food waste can be used to make compost which can be used in the garden. This would be a huge contribution towards reducing load of waste disposal for the business and for the city.

Vegetables can be grown anywhere with some sun, water and soil. Packaging material can be converted into grow bags and compost from food waste practically ensures that there is hardly any expense and over a period of time considerable savings are seen.

Just like most things that look challenging till you try it; a culinary garden is not as formidable as it seems.

Grocery stores, world over sell little pots of herbs to carry home and grow them on kitchen window sills.

The concept of actually growing your own vegetables and fruits even seems extremely challenging till you actually start.

Having space for a kitchen garden may be a challenge especially if you want to grow them in the ground. But vegetables can be grown anywhere in grow bags and placed on the terrace, windows, walls etc.

Many restaurants and homes have rooftop gardens. Plants like herbs, tomatoes, chillies don't need too much care and with the right amount of sunlight and soil mixture they can give chefs considerable savings every month.

For some restaurants the cost of the produce is only the price of the seed. The rest of the resources are obtained at no cost.

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Photo Credits: http://hometalk.sulekha.com/how-to-grow- your-very-own-organic-kitchen-garden_618824_blog

Benefits of a Culinary Garden

Freshness
The USP of any restaurant depends on the freshness of the ingredients used and the same is mandated by the law. What can be fresher than vegetables plucked just before processing and serving of the food? Customers have always been fascinated by the idea of a culinary garden by a restaurant and this contributes to repeat business.

Control over the Menu
Consistency in the quality of products of a menu depends on the specifications of the ingredients. Growing your own vegetables gives you the freedom to plan and execute a menu based on what is available in your garden and not depending on vendors.

Food Waste and Composting
The problem of handling food waste, the costs of disposing food waste and the challenge of reducing waste disposal efforts can be addressed if food waste is composted on site. Storing and using the compost is facilitated if there is a culinary garden. Chefs are killing two birds with one stone by starting a culinary garden. That of putting food waste to good use and to be self-sufficient in the produce required for the menu.

Longer Shelf Life
It is proven that vegetables plucked from your own garden remain fresh longer than store bought vegetables. Wastage can be minimised and the taste and palatability of the vegetables remains the same for many days.

Taste
Organically grown vegetables may or may not taste better than mass produced vegetables with the use of pesticides but they definitely cook faster and retain the flavours and tastes better. Psychologically speaking, vegetables consumed from an organic garden taste better, cook well and are definitely more digestible than their counterparts.

USP
Culinary gardens contribute to the USP of any restaurant, the reason why they are used

extensively for advertising. Customers love to have a look at what's growing and may well pick a restaurant based on whether there is a culinary garden or not

Landscape

Expensive landscaping costs can be avoided if available space is used to grow vegetables, fruit, herbs and edible flowers. Aesthetically arranged, these plants can look just as beautiful as decorative plants.

The Other Side of the Picture

Though it sounds like a great idea, there is a downside to having a kitchen garden as it can be quite exhausting to supervise every ingredient through the stage of seedling to final dish.

A lot of space is required and quantities produced may not be sufficient for the requirement of the restaurant on a daily basis

Even the most productive garden can only supply about 80% of the produce required. Just like cooking, kitchen gardening requires a lot of passion and work. There is a dearth of professional gardeners and one of the biggest challenges is the lack of knowledge and expertise of growing vegetables. Each type of vegetable has specific and unique needs and conditions to grow in. But the advantages of a kitchen garden definitely outweigh the disadvantages once the challenges are overcome.

The benefits of growing your own herbs, micro greens, edible

flowers and other vegetables are tremendous because you don't have to depend on the market, which may be erratic with its supply.

To Conclude

Chefs like to control every aspect of their art to ensure the best quality, consistency and profitability in their operation, and being able to grow most of the fresh produce would be half the battle won. The other half of the battle would depend on their skill, time management, commitment and passion. And watching a garden unfold from a bed prepared lovingly to little saplings growing into sturdy plants and creepers that give you the fruit of your labour will definitely be worthwhile.

Photo Credits: https://www.chezshuchi.com/vegetable-gardening-growing-vegetables-at-home.html

Photo Credit: Akshaya Patra Foundation

Co-creation of Meal Experience through Technological Innovations at Akshaya Patra

Priya Arjun - Associate Professor and Department Head – Food and Beverage Service, FHMCT, RUAS
Sreekanth N - Assistant Professor, FHMCT, RUAS
Preeta Singhal - Nutrition Researcher, The Akshaya Patra Foundation, Bengaluru

SINCE time immemorial, various sectors of the food and beverage industry have been co-creating outstanding experiences for their consumers. There is a paradigm shift in the nature of the experiences provided by the Welfare Catering sector. Organisations like The Akshaya Patra Foundation (TAPF) have introduced real-time engagement processes that encourage new interactions between various stakeholders. This facilitates the emergence of innovative ideas to provide a unique co-creation of experiences for their beneficiaries. Interestingly technology, plays a major role in facilitating meaningful and personalised services and experiences.

As published by Mr. Ajay Kavishwar, Director-Planning, PR & Advocacy, TAPF in Swasth India (January 2020), TAPF is the largest NGO run school feeding programme in the world which is efficiently serving 1.8 million children in 16,856 schools across 12 states and 12 union territories of India on every school day. An initiative which started by feeding children in two schools in Bengaluru scaled up production in response to a large number of requests to extend their programme to other school children who went to school hungry. They were motivated by the positive feedback received from the headmasters of those two schools that the attendance had increased, there was a decrease in cases of children fainting due to hunger and the children being fed were enthusiastic and energetic. This sparked the imagination of Madhu Pandit Dasa, Chairman, Akshaya Patra, who is an alumnus from IIT, Mumbai and a group of experts in the Indian IT, engineering and business communities. They are responsible

for planning and designing innovative technology that revolutionised the concept of welfare catering, bulk cooking and delivery. This made it possible for Akshaya Patra to ensure efficiency, safety, quality and cost effectiveness in the entire cycle of operations, that is from receiving raw ingredients, storage, pre-preparation, preparation, packaging, transportation and service.

A pilot study using a digital feedback system has been conducted by Akshaya Patra. The shift from the manual feedback system to a digital feedback system, which uses blockchain and sensor-enabled devices, gives children and school teachers an opportunity to play an active part in co-creating meal experiences. Artificial Intelligence is used to predict the next days' meal requirement. This kind of technology is of great importance in co-creation of satisfactory meal experiences for the beneficiaries.

The children's satisfaction levels are recorded and menus are modified to suit the children's needs. The menus are specially designed using expert advice from nutritionists and chefs, keeping in mind the culture of that particular region. Collaborative innovations have led to the introduction of specially designed and manufactured equipment that can produce these dishes, improving the overall operations

and outcomes. Technology is giving Akshaya Patra the power to optimise energy consumption, produce food that is of a consistent quality, track kitchen performance and save time and effort. Depending on their menus, their state-of-the-art kitchens are suitably equipped with not just rice chutes, 5,000 litre capacity rice cauldrons and 3,000 litre capacity sambhar cauldrons but with roti-making machines which can produce up to 60,000 rotis per hour and idli-making machines that produce up to 8,000 idlis per hour. food that is of a consistent quality, track kitchen performance and save time and effort.

Co-creation of healthy recipes which suit the tastes of the children is implemented in collaboration with food companies, chefs from reputed hotels, institutions and nutritionists.

Akshaya Patra adheres to Government norms regarding recommended dietary allowances. The recipes suggested by the experts, go through a sensory evaluation, where the panel to assess the dishes is made up of none other than a group of beneficiaries. The recipes are adjusted according to the feedback.

Processing of vegetables suitably for each standardised recipe is carried out using automated cutting machines operated by trained workers from the local community. Bucket Elevators are utilised to transfer cleaned rice from the ground floor to the third floor in the three-tier kitchens. The food is prepared using the concept of 'Gravity Flow.' An illustration of this concept is given below-
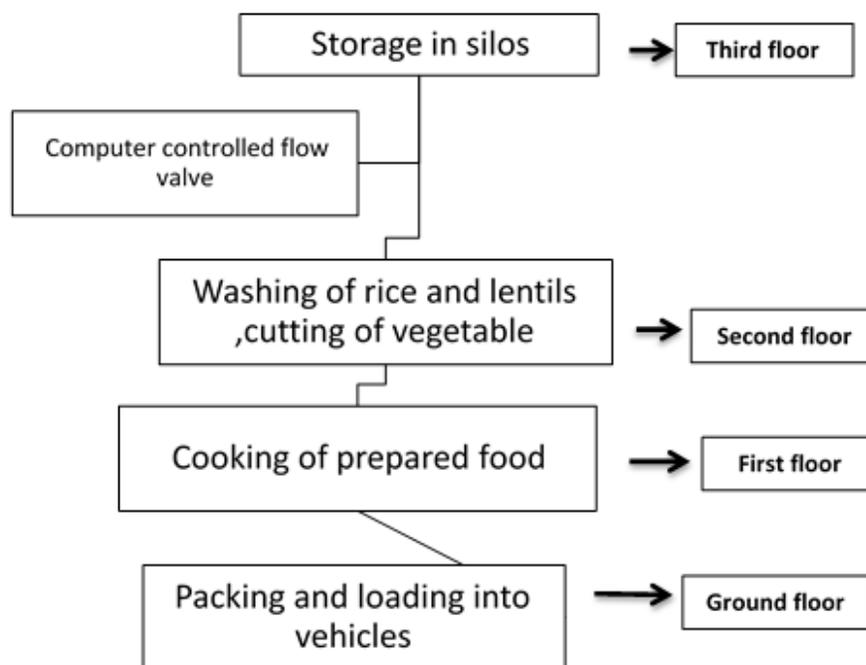
POWER OF INNOVATION

Operations based on Gravity Flow in Three Tier Kitchens

Cooking Lentils
Source : Anuradha Parekh, 2012

Packing of Rice
Source : Anuradha Parekh, 2012

Conveyor belts are used to transport these hot meals packed in specially designed vessels to their respective insulated delivery vehicles.

Source : Anuradha Parekh, 2012

According to Mr. R. Madan of Bioenergy Consult, the decentralised 'Waste-to-Energy' plant can mix 1 tonne cooked and uncooked food waste with 1000 litres of rice water a day to efficiently produce biogas to replace 50 to 55 kgs of LPG per day. This minimises costs due to wastage, controls pests and promotes sustainable practices.

Bio Gas Plant
Source: R. Madan, 2020

Custom-designed GPS enabled vehicles which carry the cooked food are tracked to ensure route optimisation, driving within speed limits. In case of any break down of vehicles, alternate arrangements are immediately made and no child is left waiting for their lunch.

Co- creation is at its best with various stakeholders of Akshaya Patra sharing innovative ideas and concepts. All operational aspects like preparation, delivery, maintenance, inventory management, and administration are integrated using an operations management system, Enterprise Resource Planning (ERP). All this is possible because of contributions from donors. Customer Relationship Management (CRM) tools employed to manage donations, seek potential donors as well as drive and monitor the donation process.

Interactions between beneficiaries, employees and experts have a significant positive impact on meal experiences. Akshaya Patra's follows best practices to co-create enriching meal experiences for the school children and their best practices could be replicated in any school lunch programme.

Photo Credit: Akshaya Patra Foundation

Millennials
Trend Setters for a Brand-New Restaurant culture

Rashmi Koppar
Academic Registrar, FHMCT, RUAS, Bangalore

POWER OF INNOVATION

In a hugely popular interview of motivational speaker Simon Sinek by Tom Bilyeu, he said that the millennials, as a generation were "tough to manage, entitled, difficult to handle, narcissistic, self-interested, unfocused and lazy". But millennials identify themselves as experiential, experimental, open to new ideas, innovative, creative and above all, ADVENTUROUS. Millennials are born during the period of 1981 and 1996. Majority of them are in their 20s and 30s and constitute a major population of the workforce, who spend a substantial amount on eating out and travelling.

According to the marketing agency Restaurant Marketing Labs, millennials not only eat out more, but also spend more on eating out as compared to Baby Boomers and Gen X. This generation is changing the way the world perceives and consumes food. To them, food is not merely satisfying their taste buds, it is also a representative of their lifestyle and sometimes even political statements.

Interestingly, they have unique preferences while eating out, right from their choice of cuisine to that of restaurants. A restaurant which has beanbags and comfortable seating with super-fast wi-fi connection will have a greater appeal over a staid and formal fine dining restaurant. Restaurants have to serve fun and exciting, healthy, organic and affordable fare in addition to it being convenient and of high quality. Their changing food habits are impacting the restaurant business. They prefer conscious indulgence. They desire their food to be organic and are mindful of what they eat and its' impact on the environment. Keto, vegan food etc. are now the new normal. Peer opinion and validation is given credence and therefore what is eaten is just as important as where it is eaten.

This generation has the highest social media involvement. And of course, since the millennials are highly engaged on social media, the food dished out must be Instagram worthy. Many restaurants are smartly cashing in on this trait by going "instagrammable" by being kitschy, quirky and colourful.

For example, the instagrammed picture of SLO Donut Co.'s marshmallow galaxy donuts shown below, ensured a long line of customers outside the shop.

Eating out is a social activity for them and they prefer it to be experiential. Communal tables are very popular. Food trucks are engaging and fun. Live events such as gin making sessions or 'build your own cocktail' as an extension of the dining experience are hugely popular.

Millennials are big on customization. The flavour and the presentation should be customized to suit their preferences. They prefer their meals to be personalized. For example, the same generic burger sold in fast food restaurants do not appeal to them.

Frequenting trendy coffee shops and bistro has become the new clubbing. So, label them as entitled and self- indulgent, but they have changed the way the world looks at eating out. They are the trend setters for a brand-new restaurant culture.

Blockchain Technology in Travel And Tourism Industry

Chandrakala D P
Assistant Professor, FHMCT, RUAS, Bangalore

Blockchain is a decentralized database, with inherent governance that in the main, allows one to scale trust. – (Joerg Esser)

Blockchain technology is a progressive innovation that can shape eventual fate of tourism industry, particularly in avoidance of payment disbursement and deception. This technology is easiest structure, an approach to move data starting with one point to the next in a secure way.

At the point when utilized with the digital currency Bitcoin, it engraves money related mediators. Blockchain for all-time records of exchanges, open and scrambled records that gives direct disbursement to the dealers.

Blockchain technology in hospitality industry is taking outcast expenses and influence from direct dealer to customer interest. The facts of virtual travel offices are seated highest point of multi – years of old

dispersion evolved way of life. The significant plague point among the hoteliers and outsiders gives the same information held by Global Distribution System (GDS), which can be expensive and unavailable. In contrast, Blockchain technology is logically easy to access and ensures minimal efforts. It is obviously appealing other option, in the event the cost of exchanges assimilated less expensive and the cost sparing could give to visitors by adding to higher

POWER OF INNOVATION

benefits for the inns.

There will be significant impact on the customer buying decisions through online customer reviews and travel packages. Beginners have a tendency to trust online reviews are based on honest opinions from real travellers. However, reliability of reviews at times varies, because the centralized systems are able to operate by industry key players (Hotel owners, restaurant owners, consumers and Agents). By using Blockchain technology in tourism industry offers entities with evident inimitability created as a part of it and ensures fair and common review rating system. There is no necessity to reveal the personal individuality but its keep track the all records retained with inimitable confidential key that confirms exact procedure arrives from fussy customer. At the end customers are not able to create a replica review with the same identity and no one can manipulate the reviews previous posts.

A tourism package regularly entails the transfer of funds from one country to another who do not have any previous relationship held with /between them. In order to alleviate risk of non-fulfilment of deals between the arbitrators, there will be certain amount of trust required. In few cases, mediators themselves have assured and they definitely charge a commission. Blockchain technology allows exchange of of funds from one party to another without the requirement of third-party assurance, which facilitates the manifestation of a new form of customer-to-customer transaction in primary and secondary markets for tourism packages.

One industry expected to profit enormously from Blockchain technology, is the travel and tourism industry. The limit wherein a dependability program works today is constrained to the business that claims the Blockchain projects is confirmation of work framework.

Traveling must be stress-free, convenient, and in particular, charismatic. While charges, booking inconsistencies, awful surveys, and long queues might be symptomatic of the present travel condition, Blockchain is trembling things up with a large group of new administrations intended to modernize and streamline the travel experience. The Blockchain technology stands open source and decentralized online platforms such as TUI, SITA, Winding Tree, Bee Nest and HotelP2P. Thanks to the formation of more unbiased network constructed to condense the presence of mediators, tourists and service contributor can build more reciprocally satisfying relationships that contribute to better overall value.
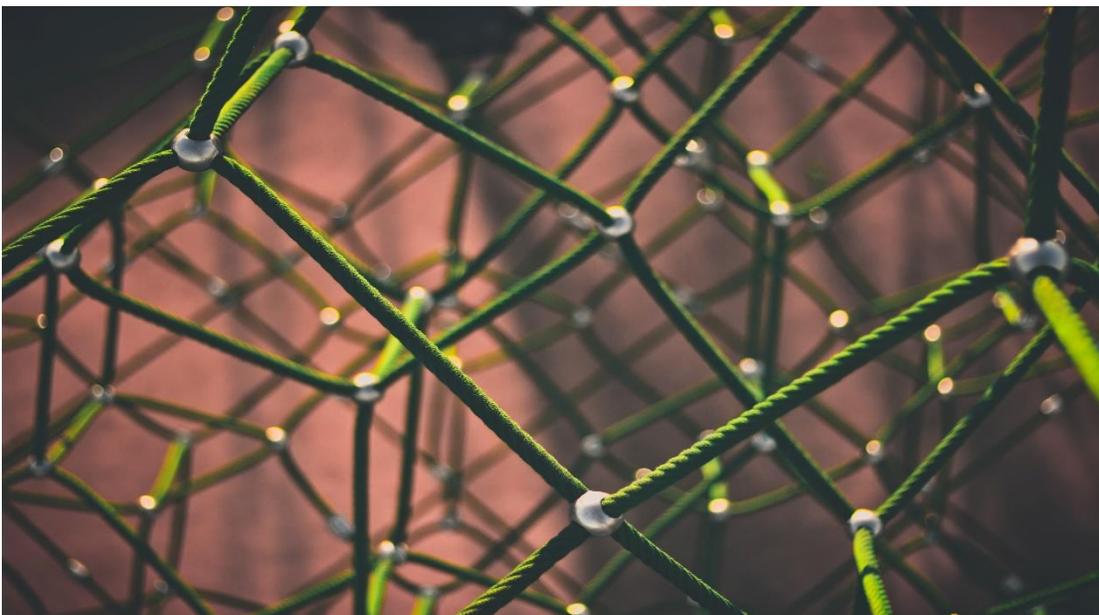
Trends in Revenue Management in Hospitality Businesses

Geeth Subbaiah
Cluster Revenue Manager
ITC Hotels, Bengaluru

REVENUE MANAGEMENT

Revenue Management plays a vital role in optimizing revenue & profits. The last few years saw a paradigm shift in the way hospitality has traditionally operated, opening up to new strategies and advanced technology that has been a game changer for the hotel industry.

An increased focus on optimizing through Booking Tools - We are seeing an increase in booking through Self Booking Tools linked to the Global Distributing System (GDS), giving a platform for the corporate customers to make bookings for themselves without having to rely on the Travel Management companies. Corporate Self Booking tools provides a platform to choose from different hotels approved by the company. These tools are tailored as per the requirement and structure of a company, making it worthwhile to explore several marketing opportunities to optimize traction through the channel.

Advancement in Technology in Revenue Management & efficient data usage - With efficient Revenue Management systems in place, it is now possible to retrieve and compare several kinds of data metrics these days. Customer data provides insights to most business decisions, making it

extremely important to leverage it. Revenue Management Systems (RMS) have now made it possible to access data indicating travel, trends, productivity of a company by day of the week, length of stay, differentiation of contribution of a company by seasons and several other metrics, thus providing a platform for healthy and optimal decision making. RMS are now capable of pricing recommendations by combining analyses of market pricing along with aggregation & interpretation of the past data of a hotel. RM Systems are now moving into the world of automation and simplification.

Adoption of Artificial Intelligence - Most RMS companies are implementing Artificial intelligence for most components of the software like pricing, recommendations, demand forecasting, etc. and the current trend of AI is here to stay for a while. Gone are the days of excel sheets and manual revenue management exercises.

Focus on Profit Management - The key performance index has shifted to Gross operating profit, which traditionally has been total revenue through the last decade. Gross/ Net Profit will be the center of focus and efforts made to work around it, and

each transaction made would be carefully analyzed in terms of pricing, cost etc., to achieve increased profitability.

Geographic Information Systems - GIS based Revenue Management System provides an integrated inventory of all the municipal's/local authorities' assets and properties and allows them to identify, track, and analyze the revenue obtained from these sources. With this solution, authorities can perform joint operations and set up a collaborative work environment for asset and property management. Geographic Information Systems (GIS) provides revenue managers with geographic data of demand pattern and business performance to make informed decisions for their business. At the same time, GIS helps decision- makers identify differences in demand and consumption in a visual way that cannot be seen through traditional data analysis.

Continual increase in Mobile booking traction
Industry saw an increase in productivity post 2017 and is still one of the channels with potential scope for growth with new trends being incorporated at each business levels.

Shirin Kariappa
Assistant Professor, FHMCT, RUAS, Bangalore

Revenue Management in Hotels

A Catalyst for Maximising Revenue

REVENUE MANAGEMENT

Over the last decade or so, Revenue Management has gained tremendous importance in hotels around the world. Revenue Management in hotels is a set of strategies that are aimed towards ensuring maximum generation of revenue and profits.

The concept of Revenue Management came into existence not very long ago, in the 1980's. Delta Airlines pioneered revenue management strategies such as early bird offers, increase in seat prices with increase in demand, etc. The term given to demand-based pricing is 'surge pricing'. This strategy is best observed in pricing of Uber Rides. When the demand is high (during office travel hours, weekend, etc.) the ride rates surge and when the demand is low, the rates fall too.

A designated employee of the hotel, called the Revenue Manager, takes into account numerous factors before pricing rooms of different categories on different published platforms. Factors such as hotels in a competitive set, the condition of the market, seasonality, events in the city, competition among online travel agencies, the buying power of potential guests, etc. are studied meticulously before setting rates for rooms in the

hotel. However, there are several Revenue Management Software that make the job of the Revenue Manager a lot easier. To name a few, Room Price Genie, LodgIQ, Lybra Tech, Pace, Climber, Atomize, PIE, BeOnPrice, IDeaS, etc. have far-reaching effects on the performance of the hotel when used tactfully.

A few trends in Revenue Management would include:

### Embracing Revenue Management Software in hotels around the world

Revenue Management is now a buzzword that all hoteliers are familiar with. Hotel owners and the top brass of decision-makers have understood the impact of Revenue Management on the profitability of hotel properties. Premium and luxury properties have to prize their rooms right so as to not lose their market share to the smaller hotels.

User-Friendly Revenue Management Software (RMS)

The global market is witnessing mushrooming of hotels in all segments. All new start-ups are aware of the positive bearing of Revenue Management and hence, are employing use of RMS. In such a scenario, the software developers ought to make their products user-friendly with built-in algorithms that would help the top management of the hotel make the right decision.

Embracing Artificial Intelligence

The use of advanced AI in revenue management is trending and it will only become more prevalent in the industry with time. Machine learning algorithms are the next in-things contextual to RMS. Data Science is key to analysis of information that gets converted into knowledge that facilitates decision-making. Imagine doing all of this manually! Phew!
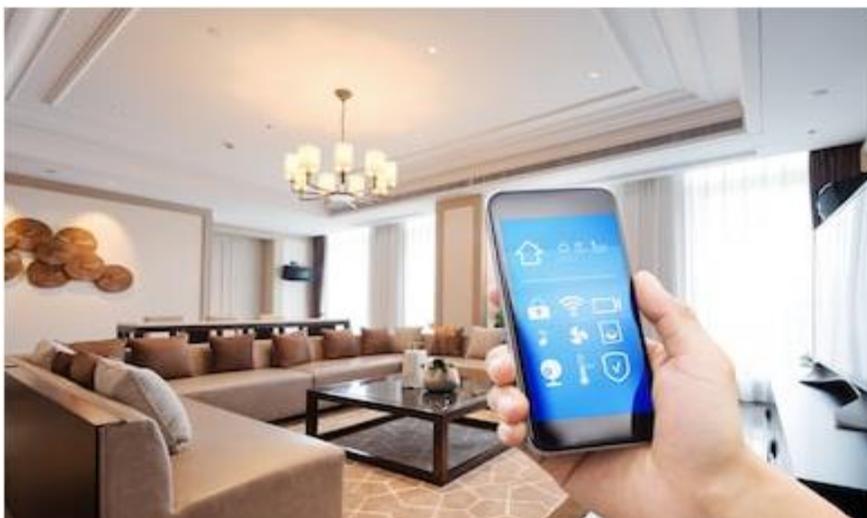
REVENUE MANAGEMENT

Smart rooms are a reality now wherein voice instructions maybe sent to different departments using "Amazon Echo" as one can find at Wynn in Las Vegas. At the Hilton hotels, guests can control temperature, light, blinds, thermostats and televisions with just touching their phones. "Connected room" is a Hilton solution for continuous innovation that will make it easier for hotels to keep up with the rapid changes in technology. Developing an intuitive system is also critical for Marriott, who want to innovate constantly the global experience for guests in its 30 brands. Similarly, Marriott is in the process of launching its own "Internet of Things" room, offering services like a virtual assistant, yoga training exercises in front of a large mirror and digital frames with the ability to attach pictures of friends and family photos during the stay. This concept of smart rooms will bring hotel-making to a level that

was unthinkable until just five years ago.

From humorous and witty chatbots as launched in 2017 by Accor Hotels; mobile apps for making quick reservations and experiencing virtual tours which has been adopted by almost every international hotel chain now; hoteliers capitalising on "Instagram moments" which reveal true likes and dislikes of guests; preferential programs which allow guests to choose their minibar stock, choose their welcome drink, choose their choice of cake flavour and champagne brand, specifications of allergens, etc. are trending as well which has been pioneered by Virgin Hotels.

Guests can also continue their favourite Netflix series where they stopped or to play their favourite Spotify playlist as soon as they register at the hotel and enter the room. Sensors on the bed will know when guests are awake or

sleeping to optimally optimize room temperature and light.

Building a Culture of Revenue Management
It is imperative that every employee in the hotel is aware of their role in the generation of revenue. This culture will grow with time and maximise the revenue generated in the hotel, an ideal situation.

Dynamic Pricing of Rooms
Dynamic pricing has become the need-of-the-hour. Only hotels that adopt this kind of pricing for its rooms, will be able to cope with aggressive competition. It is important that hotels distribute their product onto numerous channels so as to be able to reach a wider audience.

Hence, needless to say, employing Revenue Management Strategies intelligently in hotels will yield greater profits and therefore, earn higher dividends for the employees, maybe?!

Artificial Intelligence (AI) in Hospitality Industry: An excerpt

ARTIFICIAL INTELLIGENCE

Mr. Nipun Bhola
Cluster Manager - Revenue Management and Distribution
Lemon Tree Hotels Groups

Is AI the future of the Hospitality Industry?

The latest trends being explored in the world are AI and it would be the future of the hospitality industry as well. It helps to get the data in real-time efficiently. It will be useful to deliver prompt personalized customer services and retaining of the customers. It provides service recommendations based on the data available to the business and customers, thus it would be cost-saving as well.

How AI is used in the hotel industry?

It is mostly utilized for the following activities:

• Data Analysis:

The abundance of data is available nowadays but AI helps in data analysis so as to interpret and provide practical results to the managers especially in revenue management areas. The provision of real-time data over the traditional time- consuming data generation methods is appealing. Forecasting of future trends in the hospitality industry is achievable due to AI.

• Messaging and Chatbots:

The effectiveness of AI is high especially for the direct online chat services and instant messaging responding to simple questions or requests working 24x7 accurately. It is found that 80% of present customers would expect prompt customer services whenever they visit any website, social media networks, or any online portal thus utilization of chatbots technology will be a fruitful activity.

• Personalized Customer-Service:

The development of robots having artificial intelligence and the huge potential for this technology to grow is enormous. The robot can provide tourist information to customers who interact with it at the reception. Most impressively, it can learn from human speech and adapt to individuals. Ultimately, this means the more customers speak to it, the better it will get. Robots are used to deliver housekeeping guest amenities and for in-room dining services as well. Nowadays some restaurants have utilized the robot service to maintain uniformity in food and beverage services.

Photo Credit: @pixabay

IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON THE HOSPITALITY INDUSTRY

Sushma B S
Assistant Professor,
FHMCT, RUAS, Bangalore

ARTIFICIAL INTELLIGENCE

NOW-A-DAYS digital innovation and technology is attracting the hospitality industry, with Artificial Intelligence (AI) used increasingly to render the business smarter and improve guest experience. Artificial intelligence plays a significant role in the hospitality industry, complementary in nature to improving the employee satisfaction, betterment of hotel and guest satisfaction.

For guest centric hospitality, Artificial intelligence is reshaping all the hospitality processes which provide valuable insights and maximize experience. Some examples are concierge robots (it stands in the hotel rooms, in the front desk where robotic concierge service able to interact with guests and respond to their questions) adopted by Hilton, Voice Activated Services, Digital Assistance, Travel Experiences Enhancers and Automatic Data Processing (Machine Learning).

It enhances the knowledge, performance and reduces the workload of employees. It gives employee satisfaction in hotels. Artificial intelligence is meant to bring an element of fun, excitement and convenience for the guests. With AI, hotels are superior in handling guest inquiries. AI functions in the more effective and efficient manner, improving guest satisfaction in the process.

satisfaction in the process. The use of machine learning is to get to know what the guest wants (expectations) through data processing. To meet the changing guest wants/expectations, all over the globe, hotels must advance their operating systems and services by incorporating AI based projecting investigative in hospitality industry

Ultimately of course, this is what hospitality industry is about, to make sure guests' expectations (requirements) are anticipated and to build best experiences.

On the other hand, AI has absolutely replaced humans, but human relationship plays a vital role in the hospitality industry. Hospitality industries are labour intensive and the personal connection of manpower cannot be easily replaced by technology. Humans can be more dependent on AI which can cause the loss of their mental capabilities and lead to unemployment. It can eliminate sympathy, emotions and wisdom on human interaction. The cost and money to manufacture, remake, and repair of Robots is high. If the need for repairs occurs, humans need to fix it.

Inability of the technology to make reasonable decisions based on the available data is a huge disadvantage. For example, AI's decisions are based on human inputs, it is possible to feed incorrect information, thus causing inappropriate decisions. Issues on data privacy, data collected by Artificial intelligence technology during interaction with users can be potentially used for unauthorized purpose, therefore, risk of data privacy is involved.

Points to Ponder

Artificial Intelligence technology adoption requires an internal cultural change in the hotels. Employees must realize the advantages of Artificial Intelligence and also how it could improve their knowledge and experience. Artificial intelligence technology requires to be a part of the overall business strategies. Employees need to understand how they can work in collaboration with the AI technology. Employees should also understand how AI will help in their jobs to achieve high level positions and also how it could affect their job security.
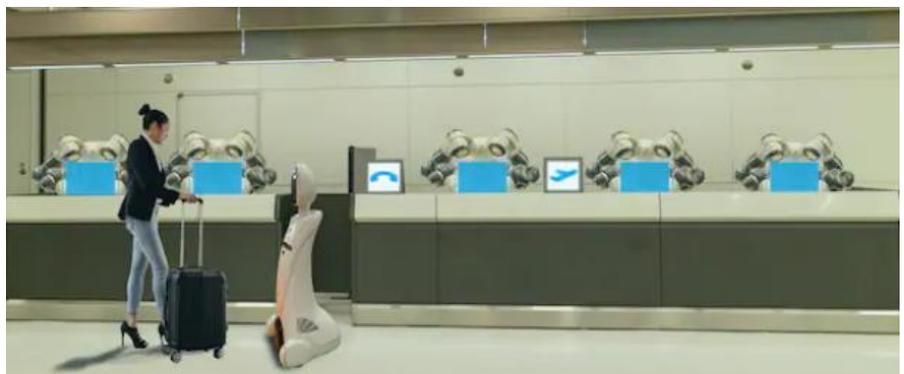
Amalgamating Simulation to Experience Real Time Growth in the Indian Tourism Industry

Mr. Aditya Jayaprakash
MBA (Batch 2019), RUAS, Bangalore

ARTIFICIAL INTELLIGENCE

Back in 2014, the CEO of Facebook had mentioned that Virtual Reality (VR) is a platform that has brought in new change to communication. Customers can be teleported to a new space that is unbounded and they can share not just experiences but also real time adventures and learning with others. From the past five years, India has moved 31 places to be placed 34th in the Travel & Tourism Competitive Index of the World Economic Forum. The need of the hour in the travel and tourism industry is increasing walk-ins and creating constant innovation by focusing on the use of VR experiences by travel agencies.

The tourism industry must catch the trends that are taking place in the digital world, such as user-generated content, simplistic user access and participatory culture. These trends can be encapsulated into one word known as Web 2.0. In a nut shell Web 2.0 is the evolution from static web pages to user induced content and the emergence of social media. It has proven to be an important medium for VR to create strategic value to the industry as it provides countless tools to help people search, find, and design not just the cheapest trip but the perfect one.

The question arises here, how will the customer base in India perceive the use of VR by the tourism industry? Firstly, VR has two facades in providing services. They can create achievable service experiences that can be bought and simulate those experiences that cannot be bought. For example: Amadeus has become one of the pioneers in the VR field by providing complete booking process and user interface through VR headsets. Whereas, a French VR start-up provides its customers an experience of flying over Paris in a jet pack. This has come to be understood under "Impossible VR Tourism".

Travel agencies should look towards moving beyond just the VR destination marketing and explore more opportunities in VR booking interface and Google Earth Visualizations. Customers today want to pay for "Service Experience" rather than just booking a tour package. The tourism industry in India saw its application in 2018, after the extensive push by the Governments initiative of '**Incredible India 360 Degree Virtual Reality Campaign**' in collaboration with Google Arts and Culture. Since then 'Growth Enabled Reports' depict a good growth in these markets and have predicted that there is going to be a yearly Compound Annual Growth Rate (CAGR) of 19% by 2024 (Business Wire, 2020).

Other instances of companies in the tourism industry benefitting with the use of VR are - Thomas Cook, collaborated with Samsung Gear VR in a campaign known as "Try before You Fly", which led to a 190% increase in New York bookings. In 2015 Marriot Hotels started their "Vroom Service" and "Marriott's VR Postcards" which allowed guests to view a collection of

A Marriot Hotel Guest Using Vroom

ARTIFICIAL INTELLIGENCE

travel destinations using VR headsets from their rooms. 51% of the customers that used the "Marriot Postcards" wanted to come back to the same property after operating this service.

At Hilton Hotels, they select a small group of their corporate employees to undergo simulation training through which they understand how to carry out operations in the hotel floors such as- In-room tray set up, serving food and beverages, servicing boiler rooms, and interacting with clients.

Best Western Hotels started their Best Western Virtual Reality Experience (BWVRE) where customers can look at the rooms, the property and the activities they provide in a virtual atmosphere with personalized narration and music.

Through their 'BluPrint' VR interior design app Carlson Rezidor Hotel Group seek to incorporate three aspects of consumer experience – guest rooms, social meetings and event spaces.

The group aspires to have an experiential engagement with their investors and customers to deliver a service wherein they are given full freedom in configuring their rooms and social spaces according to their tastes in a virtual environment. Thus allowing the hotel to stay updated with the trends and requirements.

To conclude, the VR industry has become palpable and the supplemental addition of the growing millennial travel communities underpinning the importance of the use of the technology in the Indian tourism context reinforces its exigency.

Hilton Corporate Employee Undergoing Service Simulation Training In-Room tray set up

Investors and Customers at Carlson Rezidor at the launch of the company's new 'BluPrint' VR interior design app

Robots can Support, but Cannot Replace

Raghavendra T
Assistant Professor,
FHMCT, RUAS, Bangalore

ARTIFICIAL INTELLIGENCE

Replacement of waiters with robots is in high demand and it can be a future trend in the food and beverage service industry. Many new robot restaurants are being launched around the world. where Food and Beverage service is done by robots. The opening of new robot restaurants is inspired by the resounding success of the established robot restaurants. The restaurants have robots as waiters and tables will be equipped with fancy tabs from which guests can place the orders. Once the orders are placed, the food and beverages are served by robots. The robots have not just been programmed to serve efficiently, they can be interactive and are programmed to sing birthday song and wishes for special occasions. The world has been experiencing a wide variety of culinary experiences and the managements of these restaurants are confident that the robots will be welcomed with open arms by guests.

Restaurant owners are looking at robots not only for enhancing guest experiences but also to overcome shortage of manpower. Ten years ago, Robo waiters were definitely 'Sci-fi' but today they are real and lots of restaurant owners are interested in investing in Artificial Intelligence.

Technology is helping service industry to slash labour costs and increase profits. Currently, there is limited automation in restaurants, however the introduction of robot waiters will further automation, which seems to be inevitable. For the first time after many years digital platform is allowing restaurant owners to create a new version of restaurants.

Technology will miss the mark, if it cannot give solutions to the existing problems. Although, usage of Robots is becoming controversial as some people are of the opinion that this trend will affect the restaurant industry by robots competing with humans for jobs and eliminating human touch, while others see this as a cost saving revolution which can overcome manpower crisis. Even though few people see it as an exciting USP or marketing gimmick, actually huge issues with employee turnover have led few hospitality segments to try and automate some monotonous and repetitive tasks.

This is not the first time where restaurant management is adapting new technology to bridge the gap. If we see the past and present experiences, online restaurant booking has been a huge success in reserving tables in busy restaurants.

Rather than the chef barking guest orders in kitchen, the new POS system automatically distributes orders across the screens. Guest feedback system is getting completely digitalized and manual system is fading out. National Restaurant Association report says that 80% of the restaurant owners have benefitted through technology, which has given their restaurants a competitive edge, made operations more productive and improved sales. Artificial intelligence is reshaping the restaurant world from restaurant operations to improving the diners experience. Experts say that most of the industries became more efficient by adapting automation but one of the major industries yet to explore automation is hospitality and they are predicting that adoption of robotics in food industry is not so far.

ARTIFICIAL INTELLIGENCE

In next five years many food service establishments will start using robots to make their operations more efficient. But still many restaurant owners feel there is no place for robots in their kitchens and restaurants, as they feel the personal touch of the hospitality can be enhanced only by making and serving of food by human hands

At present robots used in the restaurants have limited functionality where humans have to load plates and diners have to pick up plates on their own. Currently robotic innovations are focusing on particular tasks like preparing salads or flipping burgers. If they need to automate the entire restaurant operations, restaurant owners would need to invest in multiple equipment and that would increase their capital investment many folds. If the operators have a high volume of the business, they can get their return on investment very quickly but it would be difficult for small scale operators to adopt this scale of technology as it is not just the cost that should be considered. Operators should be prepared for malfunctioning of the software, breakdown of the machines and any other repairs. The biggest challenge faced by Indian robot restaurants is most of the guest will interrupt the service to take pictures and that could make food cold.

Present generation restaurant entrepreneurs believe that if a restaurant can function better through technology then it makes sense to adopt new technology. On the other hand, in spite of the introduction of latest technology, kitchens still require talented and creative chefs to experiment with new ingredients and create new menus and tasty dishes which matches the present and future trends.

Robots are making their way to replace restaurant staff and that can be limited to a particular scale. They can be used in the back of the house operations where maximum level of speed and efficiency is required. The priority of the tech solutions should be on speed, efficiency, consistency and safety. Increased wages, high employee turnover and food safety breaches are reasons for restaurant owners to think of replacing human waiters with robots that can be programmed to avoid cross contamination, cook at right temperature and always following food safety protocols.

In India the first Robot restaurant has opened in November 2017 in Chennai by restaurateur Venkatesh and later he expanded his ventures to different cities like Bangalore, Bhubaneswar and Coimbatore at present we are seeing the very beginning of what these robots can do but future implications and applications are looking very exciting and limitless. It is time for restaurants to move beyond the Robotic Automation hype and turn it into reality. This artificial intelligence could transform restaurant business and be the key driver of sustainable business performance.

Supriya Rao, Assistant Professor
FHMCT, RUAS, Bangalore

Safety at the Workplace

Accidents are a result of careless and negligent occupants of a premise and unfortunate incidents can surely be prevented in the first place. If one aims for a productive and safe environment, all occupants must follow safe methods at the workplace. Protection of staff, equipment and the premises are ensured if adequate measures of safety are spelled out and made known to all people concerned.

There will be minimum losses if accidental injuries and damage to equipment and facilities is avoided.

Steps towards a safe environment:

- Identification of hazards
- Workplace Safety Policies
- Safety Training of staff
- Safe Equipment

The first action is to list the hazards or risk at the workplace, following which the management needs to draw up a detailed workplace safety policy. Then ensure all occupants of the premise are given training of safe procedures and techniques. Always purchase good equipment and maintain them well at all times. And finally, clean premises of all clutter.

HEALTH, FOOD AND SAFETY

Probable accidents in food and beverage production areas of any hospitality outlets are:

- Fire in the kitchens/bakery resulting in burns while cooking
- Electric shock from equipment in kitchens
- Trips / falls on slippery dirty floors
- Cuts while using knives and other sharp instruments
- Skin / eye irritation when handling chilies / spicy ingredients
- Food poisoning due to cross contamination
- Improper handling of cleaning chemical

Fire or hot surfaces:

Severe burns and skin blisters can be caused by exposure to hot liquids such as hot water, steam, grease, or substances like caramelized sugar. Remember to use cold water bath or running water or ice for treating skin burns. Some recommend application of toothpaste to the burnt area for relief of pain. Avoid infection by keeping the burnt area clean with regular dressings. Being attentive of hot surfaces and substances near you will keep you safe from burning yourself. To avoid splatter burns one must ensure to control the flame at a reasonable level and keep a safe distance from the frying pan.

Electric shock from equipment in kitchens:

Damaged or worn out electrical cords, appliances having improper or defective wiring and using a wet cloth that is dripping for cleaning near electrical sources are hazards that could lead to electrical shocks Remember not to constantly flip the circuit breaker, turning off the power supply in an emergency, using dry hands while disconnecting an electrical appliance when on, standing on a dry surface while working with an electrical appliance, not allowing cords across walkways, reporting problems with appliances are instances that will prevent shock accidents. Periodically checking the wiring and switches of the premises by a licensed electrician is a must.

Trips and falls on slippery or dirty floors:

The injuries may be only a slight bruise or something severe as fractures or partial/complete paralysis. One must be careful near greasy and wet floors, dry floors with powder or wood dust, polished or waxed floors, loose-fitting carpeting, missing / uneven floor tiles, irregular steps with no handrails and when shoes are wet, muddy or greasy, clutter, electrical cables, open desk or file cabinet drawers, damaged ladder steps, ramps without skid-resistant surfaces, weather hazards – rain, snow, hail, and moist leaves.

HEALTH, FOOD AND SAFETY

Safety tips about handling sharp objects:

Students at Hotel Management Institutes and Chefs in hotels, restaurants accidentally get cuts while using knives and other sharp instruments. Hence remember to use the right implement for all work. Do not use a knife as a can opener or screwdriver. Train all staff about safe methods. Ensure the blades are sharpened as dull blades need more force and this in turn increases the chances of injury. While handing a knife to another, always hold the blade and allow the other person to grab the handle. Safer is to place the knife on the counter and let the other person pick it. Tools like scissors can be passed in the closed position, handle first. PPE (personal protective equipment) such a gloves, goggles, safety coats, helmets should be used as the requirement of the situation.

Skin or eye irritation when handling chilies or spicy ingredients:

Ingredients such as chilies or spicy ingredients get into the eye when one handles them with bare hands leading to irritation and sometimes even infection. Therefore, one needs to be mindful of the nature of food one is working with and not to rub one's eyes while handling hot spices or pepper seeds. Use gloves while handling spicy ingredients or foods that give an itch such as colocasia leaves or yams.

Food poisoning problems arising due to cross contamination:

When germs i.e. microorganisms such as bacteria are transferred unintentionally from one object to another e.g. between raw to cooked food, it is referred to as Cross-contamination. Dirty chopping board, knife and hands and could cause food poisoning when preparing raw meat. Another source of cross-contamination is Reused shopping bags. Hence to prepare safe food, utensils, plates and chopping boards should be separate and clean for raw and cooked food. Frequent washing of hands is another necessity. Food storage is another important aspect where right temperatures are to be maintained for raw and cooked food. In the refrigerator make sure to store covered all kinds of raw meats on the bottom shelf of the refrigerator to avoid dripping into cooked food.

In case of shopping bags ensure to carry and pack raw and ready-to-eat food separately. Always pack cleaning products and other household items separately from food. Use of color coded cotton fabric bags is suggested while purchasing as such bags can be easily washed.

Safe Handling of Cleaning Chemicals:

Documentation of all cleaning chemicals used in the facility is the first step with display of material safety data sheets (MSDS) for each chemical is necessary. Excellent ventilation of storage areas is another must. Safety signage's to be displayed in multiple languages to convey possible dangers and precautions related to the chemicals. Educating all cleaning workers so they know the meaning of "signal words": **Caution:** the product should be used carefully but is relatively safe; **Warning**: the product is moderately toxic**; Danger**: the product is highly toxic and may cause permanent damage to skin and eyes.

"Chemical safety programs should also include getting rid of chemicals that have not been used for a long period of time

Advantages of Workplace Safety will lead to fewer accidents, prevent damage to equipment, less repair costs and improved work performance by occupants since they will know how to prevent injuries and this in turn will boost their confidence and productivity.

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"You must be the change you want to see in the world."

- Mahatma Gandhi

Healthy Lifestyle At Workplace

Vineeta Kumari, Assistant Professor
FHMCT, RUAS, Bangalore

HEALTH, FOOD AND SAFETY

Employees are the best asset for any organization and creating a healthy lifestyle at workplace can encourage better teamwork, increase work productivity of staff member, reduce absenteeism due to sick leave and any potential hazards.

According to WHO, majority of the world population is in the working-age group, most of which has a sedentary lifestyle like sitting at desk for long hours or standing in one place for long periods especially in the service sector and hotel industry. In all sectors there exists high stress levels combined with unhealthy eating habits. There could be a lack of awareness about healthy diets and physical activities essential for physical and mental well-being.

Hygiene is one of the most important practices of a workplace. A high standard should be maintained to avoid serious diseases among people. Hygiene is the key to a healthy body and a healthy body leads to an active mind. Hygiene is not a choice, it's a social responsibility to protect the work environment and also avoid health hazards. Healthy habits, healthy diets, avoiding consumption of alcohol and tobacco, physical and mental fitness can reduce the risk of diseases such as Cardiovascular diseases, diabetes, cancer, high blood pressure, low blood pressure and obesity.

However, the benefits of these healthy practices and awareness are still low among the people.

Here are some simple strategic actions which you can implement to improve your professional performance

Healthy Food and Drinks

- Provide a variety of healthy foods in the office cafeteria.
- Make available fresh vegetables and fruits in the office cafeteria
- Provide clean water as an adopted drink in the workplace and at meetings and reduce the consumption of sweetened beverage
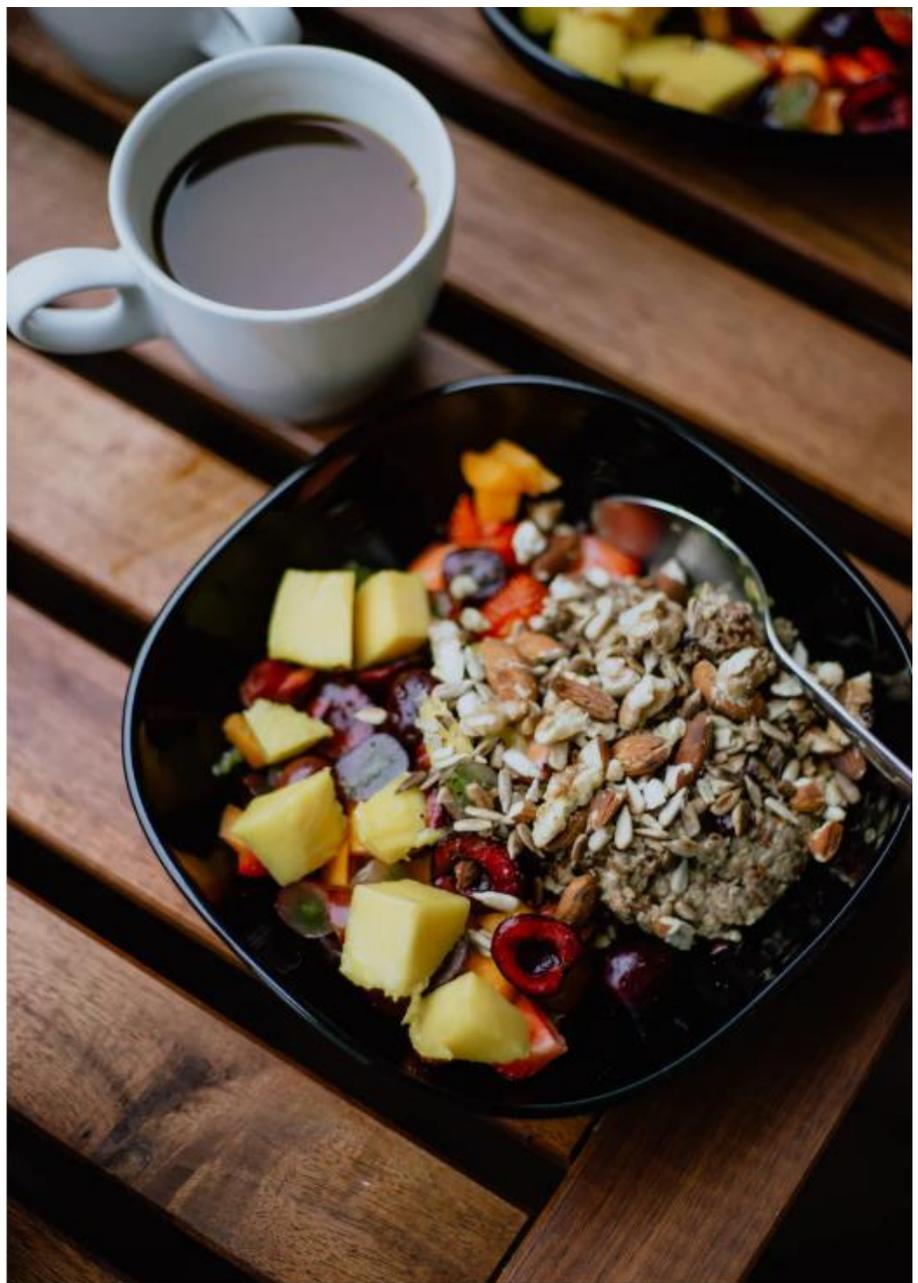
HEALTH, FOOD AND SAFETY

Physical Activities

- Encourage daily exercise for at least 30- 35 minutes.
- Encourage the staff to actively participate in sports events and the exercise sessions provided by the organization.
- Encourage walking, using the stairs and movement throughout the day in the organization.
- Take 10 minutes official work breaks during the day at regularly intervals, to help regain focus.
- Encourage a monthly self-assessment of physical activity level.
- Encourage stretching exercise at workplace for better body movement.

Reduce Stress Levels

- Stress consultation and counselling services for staff need to be introduce in an organization.
- Creating a system to strengthen healthy, positive and balanced work-life is essential.
- Implementation of yoga, meditation and deep breathing to reduce stress level is helpful.
- Provide time and space for recreational activities at the workplace.
- Creating social support groups can be beneficial

Avoid Tobacco and Alcohol Consumption

- Make all premises of the organization tobacco and alcohol free
- Provide help for those who need support for alcohol or tobacco cessation.

To conclude, for a healthy life style each individual has to be disciplined and cooperative to avoid disease and accident at workplace. Healthy habits make a healthy body and mind to work efficiently and effectively.

Chef Manish Kumar Khorwal,
Assistant Professor
FHMCT, RUAS, Bangalore

PROTEIN LOADED

INDIAN RECIPE

EATING healthy is of great importance to most people. Inclusion of nutrient dense foods in our meal plan to get all the nutrients is required to maintain good health. The human body needs a balance of macro nutrients and micro nutrients to keep the body, mind and soul healthy. It boosts our brain's functionality and enhances our immune system.

With the influence of Ayurveda on Indian cooking methods, traditional Indian foods are recognized to have functional properties with body - healing components, antioxidants and probiotics. Traditionally cooked Indian foods with indigenous ingredients contribute to general wellness and overall good health Machh Shami is made with chicken and curd, two ingredients that are used often together. Curd is a natural probiotic, rich in calcium, protein and is considered a natural digestive. Chicken is good source

of Protein.

Machh Shami
Classic Indian dish with chicken sausages simmered in aromatic Yakhni gravy
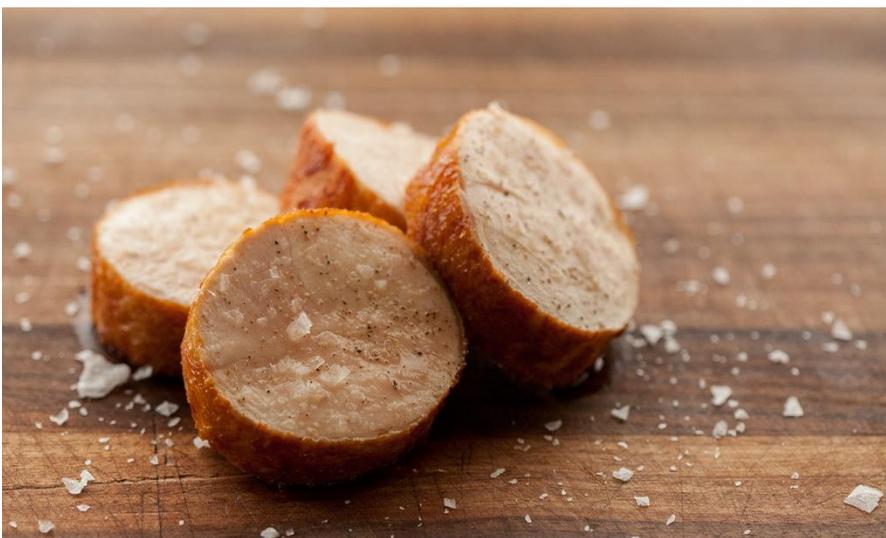
Portion size: 4

Ingredients	Quantity
• Chicken, minced	500 g
• Onion, finely chopped	70 g
• Green chillies, chopped	3 nos
• Ginger, finely chopped	20 g
• Curd	200 g
• Fennel (saunf)powder	1 tsp
• Ginger (sonth) powder	½ tsp
• Cinnamon (dalchini) stick	1 inch
• Cloves (laung)	1 no
• Asafetida (hing)	a pinch
• Black pepper powder	½ tsp
• Brown cardamom	2 nos
• Green cardamom, roasted and powdered	3 nos
• Refined oil	3 tbsp
• Cumin powder (Jeera)	1 tsp
• Black jeera (Kala Jeera)	½ tsp
• Bay leaf	1 nos
• Salt	to taste
• Chicken Stock or water	200 ml

For Chicken Stock

• Chicken Bones	100 g
• Water, boiling	300 ml
• Pepper Corns	6 nos
• Bay Leaf	1 no
• Cloves	2 nos
• Onion, sliced	50g
• Coriander Stalks, roughly chopped	1 tbsp

Method of Preparation

- For the chicken stock, place the bones and other ingredients in boiling water and simmer for 20 minutes. Strain and use.
- Mix minced chicken with the onion, ginger, chilies, half the fennel and ginger powder, salt and black pepper powder.
- Make four cylindrical rolls out of the minced chicken mixture and wrap it in silver foil, twist silver foil from both the ends to seal it properly.
- Boil 1.5 litres of water separately. Put the chicken rolls into boiling water and boil for around 20 minutes. Turn off the flame.
- Remove the chicken rolls from water and cool for 15 minutes.
- Cut the rolls into slices of about 1-inch thick.
- Heat oil in on a medium flame and add cardamom, asafoetida, bay leaf, cloves, cinnamon stick and sauté it for 1 minute, remove from heat.
- Separately whisk the curd and add it to the gravy and stir well.
- Add the remaining ginger powder, fennel powder and all the cumin powder.
- Stir and let the mixture boil, add chicken stock and simmer till the gravy thickens
- Add chicken slices and cook in the simmering gravy for a few minutes
- Add roasted powder of green cardamom and brown cardamom into the gravy, mix it well.
- Garnish with black cumin and Machh Shami is ready to serve.

Foxtail Millet « Puluv »

Chef Shyam Prasad, Assistant Professor
FHMCT, RUAS, Bangalore

Chef's special nomenclature of the dish "PULUV" to represent love in the preparation and service of the dish

Pulao is soul food in India and all of us have fond memories of eating a variety of steaming pulaos made with tons of love. I call this wonderful, versatile 'one dish meal' popularly eaten at all meals in our country Pu"luv". With the emerging demand for healthy food and reducing carbs in our diet, millets have taken centre stage substituting conventional cereals like rice and wheat and have been declared as 'Super Foods'. We all know that healthy food is important to lead a healthy life, but this is easier said than done. Consumption of millets helps in maintaining a balanced diet and gives enough nutrients to the body. Millets are grown in semi-arid regions of India and are easily cultivated.

Foxtail Millet Puluv is a healthy, delicious and an enjoyable dish that is low on calories and high on nutrition. Foxtail millet, called 'Navane' in Kannada and 'Nachni' in Hindi is a wonderful ingredient to cook with, and 'Foxtail Millet' is easy to make and tasty to eat. Addition of a mix of vegetables makes it colourful, nutritious and yummier.

Portion size: 4

Ingredients	Quantity
• Foxtail millet	100 g
• Water	300 ml
• Oil	25 ml
• Onion, sliced	50 g
• Ginger, chopped	10 g
• Carrot, diced	40 g
• Beans, cut into diamonds	40 g
• Green peas, frozen	20 g
• Coriander powder	½ tsp
• Turmeric powder	¼ tsp
• Green chillies, slit	2 nos
• Curry leaves, fried	10 nos
• Salt	5 g

For Grandma's Potli Masala

• Bay leaf	1 no
• Clove	4 nos
• Green cardamom	3 nos
• Cumin seeds	1 g

- Wash and soak foxtail millet for 2 hours and strain.
- Peel, wash and cut the vegetables as mentioned.
- Heat the oil in a pressure cooker, add the potli masala and let it crackle.
- Add the onion, ginger, green chillies and sauté till an appetising aroma emits.
- Add the coriander powder, turmeric powder and salt.
- Add the vegetables into the sautéed masala. Fry for 3 minutes stirring frequently.
- Add the millet and fry, stirring it well.
- Boil the water and add it to the mixture
- Pressure cool for three whistles
- Allow the pressure to release.
- Remove the pu"luv" from the cooker and place in a bowl.
- Garnish with fried curry leaves and serve hot.

Social Travel

Would it be the Future of Tourism?

Viswanath Srivaths Krishnan
Lecturer, FHMCT, RUAS, Bangalore
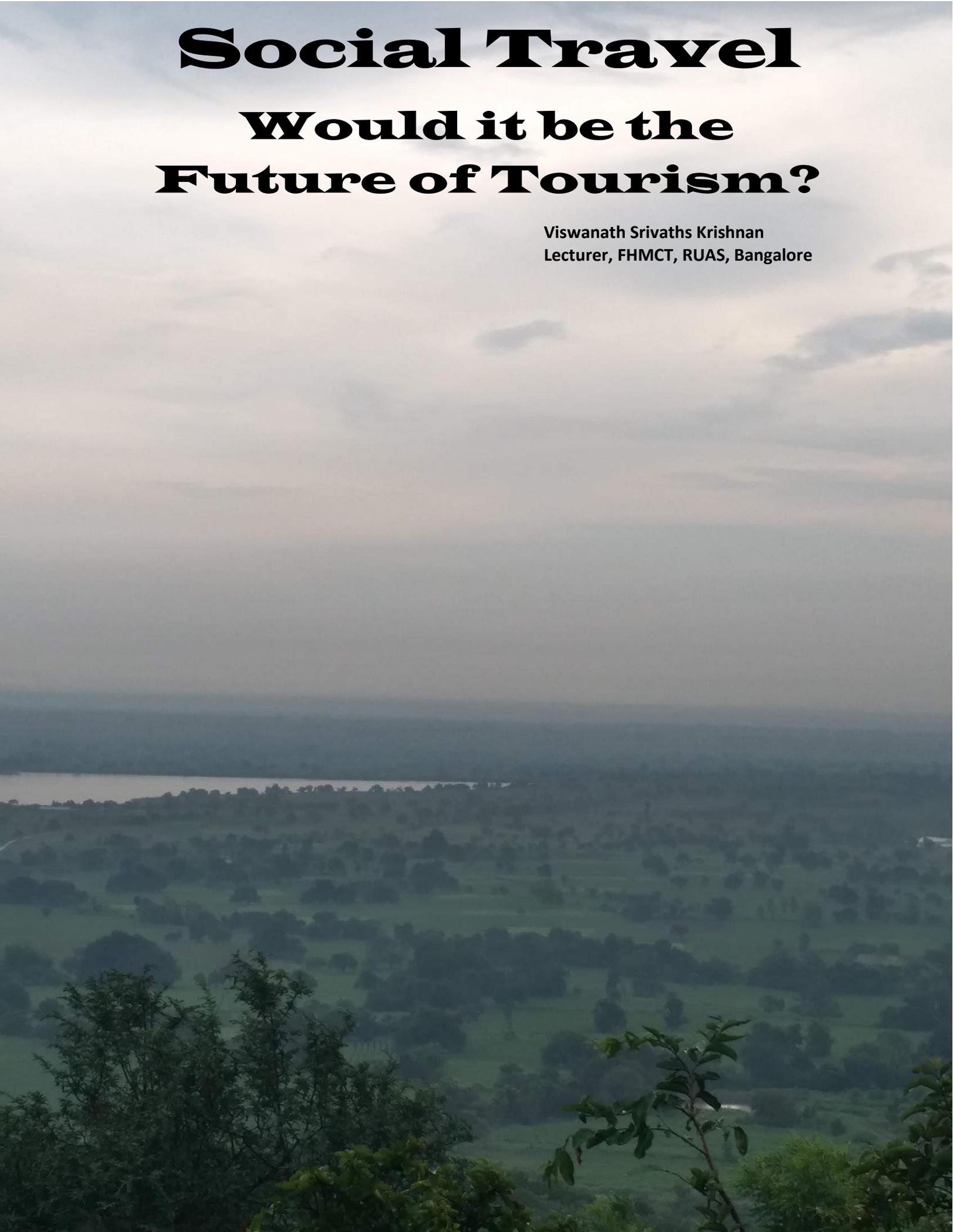
CULTURE AND PEACE BUILDING

Travelling with a planned itinerary has become a thing of the past. The new generation, the millennials, the Generation Z, prefers to travel on their own terms. The Tourism industry is constantly changing with respect to the traveller's habits and attitudes. It may be more with the young travellers, but the concept of backpacking has its roots in the early 1960s when Richard Schirrmann gave impetus to the Youth Hostel movement. Youngsters took to this concept like a duck to water, one of the main reasons for this was that the youngsters could visit exotic locations, stay in these hostels and yet stay within a students' budget.

Travel agents around the world are slowly catching on to this concept of budget tourism with online travel agents and travel aggregators taking advantage of technology to offer low cost accommodation, flights, providing travel advice, bookings and guides to their destination.

This has led to a new trend and that is 'Social Travel'. This concept is all about staying with locals, interacting with travellers from around the world and experiencing tourism in a more authentic way, as a local. When you travel as a social traveller, it pays to ditch the traditional hotels and to stay in the house of locals as well as co-living spaces. This is essentially what back packers do. Social travelling also helps travellers to ditch the usual crowded places of interest with tourists using social media applications like twitter, Instagram, Facebook, etc. These social apps have also made it easier to bring the talents of young travel bloggers to the forefront. But this is not what makes one a social traveller.

Social travel has a lot more to do than just travelling around and posting stories on Instagram and Facebook. It is more about experiencing a destination and extracting the full experience out of it. The need for social travel has risen from the need for a tourist to gain more authentic and local experiences. Traditional travel has had people stay as a group in hotels and visiting only the general tourist spots. But they are at the same time missing out on true local flavours and hidden gems.

CULTURE AND PEACE BUILDING

Let's take for example a trip that I took last year to Hyderabad. Of course, I visited the regular places like Charminar, Hussain Sagar lake, Alfa Biriyani etc. But at the same time, I also visited Ananthagiri Hills. It is a hill station located in Vikarabad, approximately 81.2 Kms from Hyderabad. I was told of this place by the owner of the Airbnb that I was staying at and it was indeed an amazing experience. The green hills the rain drenched trails and an experience to drive of the roads. It is generally not what regular travellers experience when they travel to Hyderabad. Ananthagiri hills is currently ranked 8th in the top 10 things to do in Hyderabad's list on TripAdvisor.

Social travel allows a tourist to experience what he may generally miss out on when he is travelling in the traditional sense. Agreed tourists generally want to show off what they generally like to experience. But at the same time asking for travel tips from locals will bring out a lot of hidden gems and experiences that you may generally miss. Social travel is a way to bring out these hidden gems and at the same time allows the tourist to go off the beaten track to unlock experiences that one may never get when on a traditional tour.

In a Hostel industry report commissioned by Hostelworld in the year 2016, it was found that almost 35% of millennials choose hostels to get an opportunity to meet fellow like-minded travellers. Solo travellers generally find company here.

They get to socialise and at the same time experience social travel and experience destinations as a local. The report also showed that 29% of those who were sampled stated that coliving and socialising provides them with an opportunity to have fun. Hostel travellers also mentioned in the study that they plan to travel as much of the world as possible in their lifetime.

Social travellers also share their experience and hidden nooks with other hostel inmates. And this in my opinion is the best way that social travel can spread.

CULTURE AND PEACE BUILDING

Looking at this change in travel trend, Hospitality Major, Accor hotel has launched its own brand of Hostels called as JO&JOE hostels to attract these social travellers. Other hotel brands are adding more hostel like social facilities to their hostels. Popular Indian hospitality aggregator OYO has also come up with their own concept to attract these social travellers with brands like OYO townhouse, Collection O. Hostel operators are not far behind with Zostel creating a chain of well-furnished and serviced hostels, which provides a safe and comfortable experience. Zostel through its blogs also helps in promoting local experiences injecting a higher source of income to the local business.

Millennials, forming approximately 25% of the world population are one of the top travellers in the current day and age. As mentioned earlier, socialising, Digital connectivity, a thirst for knowledge, and the thrill of adventure, naturally brings about their desire for social travel. Being raised on technology, this generation is getting accustomed to meeting new people and cultures.

The benefits of the experiences garnered by social tourism is endless. For a long time, vacation and travel has been synonymous with rest and relaxation, and a break from the general daily rigour. But for the current generation the thrill of adventure along with an opportunity to experience novelty, and once in a lifetime experience is what is the future of tourism.

Sahadev Patil
BHM, Batch 2017
FHMCT, RUAS, Bangalore

One Trip, Infinite Memories and Bonding – Exploring Tarkarli

It is said that "student life is a golden life," because its the period of pure joy and happiness to make the life even more memorable.

Traveling means giving yourself and your mind a break from the monotonous pattern of life when you travel, you look forward to an iconic experience that makes your trip worthwhile and memorable. When traveling has so many perks imagine the experience/memories you make along with a bunch of friends.

Telling about us, we the students of 3rd year (Batch 2017) of Bachelors of Hotel Management of FHMCT, RUAS thought of planning for a trip with all our batchmates and were in search of a unique place that isn't explored by all. After a lot of research, we found this place called "Tarkarli". Ever heard? no, right. Well, this was the whole motto to explore the culture of an undiscovered place, for the ones who don't know.

Tarkarli is a small village in the western Indian state of Maharashtra. On the shores of the Arabian sea, it's known for the white sands and clear waters of Tarkarli Beach, a popular spot for water sports. An under developing village recently been noticed by the Maharashtrian government which depends on fishery and tourism.

We started our trip by boarding our train from Yestwanthpur Railway Station heading towards Belagavi.

This overnight train journey was so fun. The next day morning we got down at Belagavi Railway station, started our way to Tarkarli via road.

CULTURE AND PEACE BUILDING

I have no words to express how interesting this road journey was. On the way to Tarkarli, we stopped at "Amboli waterfalls" and experienced the breath-taking view from Amboli ghat. Soon by 2 PM, we reached our respective rooms, had lunch and went to see Rock Garden & Chiwla Beach.

Well, on the second day in Tarkarli we had amazing local breakfast and left for beach hopping followed by water sports along with Scuba Diving and more water games. After the water sports around 5 PM, we visited to Tsunami Island where we need to take a boat to reach the island. Here we got a chance to see the "estuary" (An area where river water meets the ocean).

Late in the evening, we had a campfire set for all students, together we danced, laughed, played and in the end, we celebrated one of our friend's birthday at midnight. This celebration helped in social bonding.

We almost finished two whole days and unfortunately, it's our last day and we had to finish our trip and head back home. Which none of us wanted still we went to see a couple of forts and peak points in Devgad which was about 50km away from Tarkarli.

Overall, this one short trip brought all 74 of us closer and made us understand each one in a better way, also the place made us learn a lot about their Maharashtrian culture, eating habits about popular breakfast such as Sabudana Vada, Vada Pav, Bhutta (Corn), Misal Pav, Onion Bajji, and their amazing lifestyle. If I get a chance again, I will want to take all my friends and visit this place again.

INDUSTRY SPEAKS

Ms. Lakshmi Sharath
Storyteller, Traveller, Writer, Blogger and Media Professional

Tell us about your niche profession and fascinating travel experiences

I took to travelling as a career when I was on a sabbatical from my 15-year-old media career and it eventually became a way of life. I have always believed that a rolling stone does gather moss as all the varied experiences do rub off on you. I have been a writer for over three decades and I started travel blogging over fifteen years ago and I believe that my forte lies in storytelling.

I believe that people make places. I have met flower sellers in interior Tamil Nadu who weave unique designs of flower garlands for temple deities.

I have met goldsmiths, potters, weavers, artisans, fishermen and farmers who have regaled me with their stories. I have chatted with puppeteers whose ancestors were spies hired by kings. I have met kings and queens in their palaces, remembering their past glory which glorifies India.

What is your say about the impact of COVID-19 on business and your strategies during this period?

Now that travel seems far away, I draw my inspiration from the lives of these men and women. There is so much anxiety all around with COVID and the lockdown has crippled many a business.

However, I take refuge in gratitude and faith and hope and pray that things will slowly turn around. As a traveller, we have learnt so many lessons on the road and although this situation is unprecedented, I have learnt to be patient and hope for the best.

Just to state the strategy I am using is of extensive communication to customers, I have recently started writing a new section on my blog on 'People Stories' - on people who interest, intrigue and interest me. I have also started sharing #100StoriesofIndia from my travels in India.

INDUSTRY SPEAKS

You can read about them in www.lakshmisharath.com.

I have also been conducting online courses and workshops on travel writing and blogging. I am taking some time to learn as well, doing a course on Roman Art and Archaeology and Pre-Historic Art as well. I am also updating my blog, polishing my skills as well and keeping myself positive by

Message to the readers

I personally believe that people will slowly start travelling when it's safe. The lockdown will want to make people explore vast open spaces like beaches, forests and mountains. Safety will be the main priority. People will prefer hotels and homestay's that they trust and are familiar with. They will visit destinations in their own backyard. Road trips will be

preferred.

And I also think India will be the destination on everyone's minds I am very optimistic about the future. I do believe that the travel industry will bounce back. This is the time that we all have to support each other, especially local businesses and local guides and tour operators. But right now the priority is for all of us to be safe.

ALUMNI SPEAKS

Mr. Philips Patra
(Batch 2014-18)

Philips Patra is an alumnus of the university working as a Hub Manager, Loyal Hospitality Pvt Ltd (Kitchens@)

"Be passionate to get success and an easy-going professional life"
- **Philips Patra**

What's your best learning experience in the college?

I am privileged and elated to pen down my views for my college magazine. It is an opportunity to express my gratitude to my faculty, college authorities and staff for the career prospects provided to the students.

In my view the basics of hospitality skills, operations and management practices taught to us are really the stepping stones to my career. The knowledge of LIFO, FIFO and about various cuisines has been most useful in my present professional domain. The opportunity provided by the college to work for Treebo Hotels in 2018 as an Auditor (Part-time) during the end of my final semesters was an incredible exposure in my career. Later, I joined Reliance Hypermarket as a Departmental Manager and got promoted to Assistant Store Manager. Now, I am working as a Hub Manager with the Loyal Hospitality Pvt. Ltd (Kitchen@), which is basically a cloud kitchen.

What is 'cloud kitchen /dark kitchen'?

The cloud kitchen is also known as dark kitchen, it is a disruptive innovation in hospitality vertical, because the standalone restaurants cannot focus on online delivery as it affects their service to walk-in customers. Hence, they seek assistance of cloud kitchens for the online delivery operations.

It is a very enterprising learning to me in 'Kitchen@' as I have handled 24 kitchens in one hub, supervise operations, marketing, packaging staff training and profit and loss of the hub.

'Kitchen@' have Amazon, Zomato, Swiggy, Dunzo the aggregators for the Home Delivery. The kitchen merchants associated with 'Kitchen@' are Subway, Chai Point, Al-Bek, Easy Bites, Dandies, Empire, Polar Bear, A2B, Basmati Express, etc.

How was your professional life during the COVID-19 lockdown period?

During the lockdown period, I did double shifts to supply 3000-4000 of free food meals per day to people who are in need. We provided man power to the kitchen merchants due to the shortage of staff during the Pandemic Situation. I took care of the inspections, hourly sanitising kitchens, regular temperature check of staff, all precautionary measures of Covid-19 and at present I am handling two hubs. This crisis has upskilled me and my endurance.

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