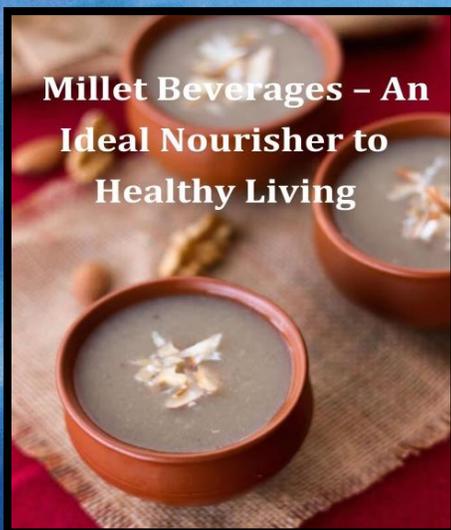


# HOSPITIUM



# WELCOME TO THE EXCITING WORLD OF HOSPITALITY



**RAMAIAH**  
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# **HOSPITIUM**

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

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# FOREWORD



## *Professor Abby Mathew*

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

I appreciate the efforts of the editorial board members in reviewing and publishing the issues of *Hospitium* with full enthusiasm. I am also glad to see the contributions of the industry experts for our magazine. This issue has collected article on sustainable development areas of the industry. It has focussed on the new shift considering the new normal scenario.

The informative articles written by the authors on millet, innovative online learning and teaching pedagogy, alternative business, and sustainable growth are commendable. The participation of the industry experts and alumni in sharing their views with the readers is praiseworthy. My best wishes are with the editorial team and the contributors to the magazine.

Keep writing & reading!

# FROM THE EDITOR'S DESK



## *Dr Sweety Jamgade*

**Assistant Professor, FHMCT, RUAS, Bangalore**  
**Editor-in-Chief, Hospitium Magazine**  
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It is rapturous to release the Volume 3, Issue 1 of Hospitium magazine, which focuses on the dissemination of information and thoughts by the involved professionals of the industry.

As we all have witnessed a highly 'Volatile, Uncertain, Complex and Ambiguous (VUCA) World' due to the outbreak of the pandemic and seen many industries struggling. The hospitality industry has also struggled in this turbulent environment and has been the avant-garde with the present needs. Hence, for this issue the editorial board has outlined the following novel themes to embark the thought process and ideas among the hospitality fraternity.

- Millet - the Super Food
- Future of the Hospitality Industry Post-Pandemic
- New Normal Teaching and Skill Development in Hospitality Sector
- Alternative Tourism, A Way Towards Sustainable Growth
- Online Reputation Management in Hospitality Industry

The authors have been forthcoming to contribute their thoughts for the sustainability of the industry through their article on innovative ways in learning and business growth. The articles that are written by the experts Dr. Pranab J Patar- Chief Executive, Global Foundation for Advancement of Environment and Human Wellness, Mr. John Savage- Founding Director, IHTEP Asia and Mr. Yash Raghav, General Manager-Training, Sarovar Hotels and Resorts are sagacious and motivating to the budding hospitality professionals.

Our shining alumni Ms. Sukanya Choudhary & Ms. Nameeta Garg' articles are inspiring to the juniors to go and get the world. I acknowledge the contributions of the MBA-HM 2019 Batch students as well. With gratitude, I appreciate the contribution of the authors, industry experts, alumni, students, editorial members and readers for being a part of the think tank community. Let us strive for a better academic writing and more publications together.

Stay safe and healthy!  
*Keep reading and widen your horizons!*

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# NO - CONTACT OR CONTACTLESS HOSPITALITY SERVICES POST PANDEMIC ?



Dr. Sweety Jamgade  
Assistant Professor  
FHMCT, RUAS

The COVID-19 pandemic has taught us many self-service lessons to be independently work from home, office, travel, social meetings, etc. During the imposed lockdown many of us have started working without the house-help, switched to online mode of business and services. The fear of touch and sharing of virus have introduced many touchless services and the extreme usage of technology. The surge of web-application based services was observed and is growing day-by-day.

Many have argued, that now it is the right time for robotic services in hospitality industry. Also there was an official launch and marketing campaigns of **ultraviolet (UV-C) disinfection robots** for room cleaning in hotels and hospitals. Although, there were few hospitals who already had UV disinfection robot cleaning before the pandemic. The demand for 'robot-cleaning package' was observed among the travellers due to the revolutionary needs introduced by the pandemic causing the change in consumer behaviour.

These UV bots are seen in many international airports like Key West International, Heathrow, London's train stations and convention centers in Japan, upscale hotels like Hilton, Marriott, Yotel Boston with a bot call "Vi-YO-Let", meal delivery robot in L'hotel Island South in Hong Kong, etc. So, is it the new wave of automation? But in the past, in the year 2018 and before we have seen some hotels claimed for being a **fully automated hotels** and received some meagre response from the guests. There are robot food dispensers, concierge, automated check-in and other bot chat services that have been introduced in the various sectors. Will this robotic service in housekeeping, food service, concierge desk, etc. replace the contact services? **Will it introduce the 'No-contact Hospitality Service'?** The answer to these are 'No', as there will be some requirement of assisted human services to run these robots. There has always been a need of hospitable personnel to understand the individual needs

of the customers/ guests and to cater them in the hospitality sector. As a patient needs a hospital staff's assistance during his visit to the hospital similarly a customer needs hospitality staff's assistance in transportation sectors, accommodation sectors, entertainment sectors, banking sectors, retail shopping, etc.

We have seen that there is a huge increase of food delivery services, hybrid events, digital casino, VR gadgets for virtual tours, use of Over-the-Top (OTT) media services for entertainment sector, health gadgets for virtual gyms, etc. that have become the new normal post pandemic. Some hotels have also introduced sanitiser sommeliers to attract guests and to assure them that they are committed towards the hygiene and safety of the guests. This new normal could be a forever part of the hospitality business or may fade with time because some people (of any generation) wants personalized services to pamper their needs and satisfaction, which is only possible through human touch i.e. **contact services**.

# MILLET BEVERAGES – AN IDEAL NOURISHER TO HEALTHY LIVING

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Beverage plays a vital role in human culture as it has many functions apart from a basic function like thirst quencher. One would consume beverages to get refreshed or for stimulation or even to get nourished. In present-day scenario consumers are opting for beverages with specific health benefits as functional properties, and millets are Nutri-cereals which are exceptionally nutritious and well known for nutrient content like protein, essential fatty acids, dietary fibre, B vitamins, minerals such as calcium, iron, zinc, potassium and magnesium. The **'healthy eating revolution'** has given way to discover the value of millets in food and beverages.

Millets are obtainable in many states in India and they need minimum water for cultivation. We will be witnessing the increase in consumption of

millets in the coming years as many states will support the cultivation and promotion of millets both on account of the benefits and the fact they require less water. United Nations has declared 2023 as the International Year of Millets. These circumstances are motivating many branded and organised food and beverage companies to boost nutrition through millets and multigrain in their products. Even though there is a slow expansion in these products but in the next few years there will be a big explosion in the availability of millet-based food and beverage products.

Traditionally there are beverages which are prepared by using millets in India like Ambali – Fermented non-alcoholic drink prepared using finger millet is very popular in South India, Rabadi – Fermented non-alcoholic drink prepared using Pearl millet

is popular in North-Western part of India.

**Ragi malt** is a healthy dry mix powder prepared using finger millet and traditionally mixed with warm milk and served. In the Indian market Ragi malt ready to use premix powder is available as a commercially packaged product. These convenience products are available in an authentic form and in variations like chocolate flavour and with fruit flavours. The concept of Ragi malt has been further enhanced by including the blend of other millets like Sorghum, Banyard, etc. that lead to multi millet ready to use premix powders. Beverages made out of multi millets will be a great source of fibre, protein, magnesium, selenium. Consumers by drinking these kinds of

## MILLET – THE SUPER FOOD

nutrient rich beverages can improve their health conditions. Considering the lifestyle that we lead today especially the drinking habits of the present Generation-Z, Alpha is obsessed with carbonated, highly sugary and eye-appealing artificial coloured beverages which can heavily induce obesity, high blood pressure and higher cholesterol level. Due to this drinking healthy has now become a matter of need than choice and without delaying any further it is an ideal time to start this healthy drinking journey by reconnecting our roots with gluten-free millets. In recent years there is a development of millet based probiotic beverages using lactobacillus. These beverages are full filling the demand of the probiotic culture in non-dairy beverages.



<https://www.sharmispassions.com/ragi-milkshake-recipe/>

Even though millet beverages have many positive effects on human health, it is yet to become popular among consumers due to their low sensory acceptability. To overcome this challenge the food scientists, chefs, and mixologists have introduced many new recipes by giving twists to classical drinks like smoothies, milkshakes, energy drinks by blending millets with fruits, cocoa and regional ingredients. These beverages can be consumed during breakfast, mid-meal, snack time or even as a buffer-meal if someone misses their proper meal for some reason. To ensure a well-balanced diet, one must incorporate healthy beverage a part of their life style.



If people don't really have the time to churn those super grains in to delicious drink then they can opt for ready to use healthy mixes that only need to be mixed in water or milk to turn into a healthy drink instantly. Suppose people have the luxury of time then it is always good to treat themselves with freshly made **Millet based beverages**. Millet beverages may not be a revolution but it is a renaissance and a motion to healthier and environment-friendly beverage.

The list of companies producing ready to use Millet drinks are: Lima foods, Trumillets, Aagaaram, Arya, Ammae, Great Banyan grain delites, Big basket Good diet etc.



<https://www.limafood.com/en-gb/product/millet-drink>

# NEW NORMAL: SKILL DEVELOPMENT TRAINING IN HOSPITALITY INDUSTRY

**Mr. Yash Raghav**  
General Manager Training,  
Sarovar Hotels and Resorts



A famous quote by Phill Collins stands really true today – **“In learning, you will teach & in teaching you will learn”**.

The era of the pandemic has not only altered the ways of teaching & training people but it has also made teachers and trainers learn new skills of conducting online learnings. Training is a continuous process and should continue irrespective of circumstances. There is a need for constant focus on employee training requirements. The traditional training and teaching procedures got weakened due to this pandemic, as those were

based majorly on offline modes. However, the industry promptly adopted the technology as a new tool in order to have continuity in the training process. Training professionals looked and opted for various and contemporary modes for training employees. The demand to fill the gap now has pushed us towards additional utilization of **smart technology**. Using technology effectively is the new normal in the teaching world. We, at Sarovar, did not allow these testing times to halt our efforts in developing our employees, as we adapted to new normal teaching

methods. The new norm of **Learning and Development** is fluently transforming from **classrooms to virtual platforms**. Though offline modes of teaching have their own advantage, the trainers have liberty to talk to the audience face to face, which always leads to better engagement. However, online platforms break many limitations of offline mode. Such as more participants can be targeted, convenient, easier to use multimedia, and sessions can be recorded very easily for future reference.

We were using e-learning from more than a decade but during this time we have seen a significant increase in the usage of the e-learning platforms. This is a positive sign as employees are also ready to adopt technology for enhancing their learning experiences. Digital transformation efforts offer the flexibility of choice, easy-pace and comfortable space to the learner. These collective benefits make it an effective form of learning. These training techniques can be at everyone's reach not only on computers but also on mobile phones. I remember, many years ago when we launched e-learning in our hotels, we installed an e-learning desk in all our hotels, and most of the time I would find it occupied as there were many users and one computer. Now we have different styles of online learning not only e-learning. **Online mode has enabled employers to have better control on competency mapping & skill sets of different individuals.** It involves less paperwork and has better monitoring of internal growth & development programs for employees. We can create a unique learning journey with specific requirements for a particular individual and can check the progress without any

hassle with help of technology. Employee onboarding in many hospitality groups has completely turned online, new employees undergo specific online modules within a set timeframe. Internal growth & promotions are also being supported by technology, where an employee undergoes specific online training followed by an assessment which becomes part of her / his performance appraisal.

This new norm also encourages trainers to be more creative in content development, creating enhanced visual impact. All these benefits of technology in teaching sounds absolutely great, yet a real question remains; How to implement it?

**Here are few strategies which may be helpful to make online training effective:**

1. Make sure your employees know the platform: We need to educate them on how to use the platform.
2. Choose the audience carefully: Thoughtful planning for nominations for training, lets you keep control of the session.
3. Communicate clear instructions: Inform participants about certain details of the session:
  - a. Objective
  - b. Date
  - c. Time

- d. Duration
  - e. Trainer
  - f. Any instructions for keeping camera/mic on etc.
4. Knowing the training needs of the targeted audience: This is one more crucial aspect to be considered in order to bring in that engaging factor in your online training. Ask few questions to yourself before organizing an online training session:
    - a. Who are your participants?
    - b. What is their job profile?
    - c. Which language do they prefer?
    - d. What experience do they come with?
    - e. What are their educational qualifications, etc.
  5. Being simple is beautiful: While you are developing online training, try to keep the accessibility and subject matter simple for your participants. Keeping it too complex is not advisable as you don't want your trainees to lose their interest in the middle of the session.
  6. Well-designed presentations.
  7. Reference material for participants post the session.
- Digitization & online is the future. As correctly said by someone ***“Technology will not replace great teachers but technology in the hands of great teachers can be transformational”.***

# BLENDED PRACTICAL FRAMEWORK – AN INNOVATIVE TEACHING PEDAGOGY TO CONDUCT PRACTICAL SESSIONS DURING COVID-19 PANDEMIC

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The ongoing COVID-19 pandemic has disrupted the higher educational institutions operations, and the students learning (source :Times Higher Education). The main objective of higher education institutions across the globe is to develop **innovative teaching pedagogies** to effectively deliver the teaching-learning process. Higher education teaching mainly involves two fundamental concepts: delivering theoretical sessions and conducting practical sessions. With the help of online platforms such as Google Meet and MS teams, the theoretical classes can be delivered effectively. But in the case of the practical sessions, it

requires a **strategic approach to involve students** to learn a particular skill. There are not many innovative teaching pedagogies available for conducting practice sessions via online. Hence, the present article provides a simple framework to conduct practical sessions for students in higher education. The concept is called as **Blended Practical Framework (BPF)**. Blended Practical Framework is based on three main concepts. The concepts are:

- Theoretical foundation
- Observation of experiments
- Hands-on experimentation.

The blended practical provides an exceptional skill development opportunity for the students through the integrated model.

Developing any skill requires a systematic step-to-step approach that starts with understanding the theoretical foundation, knowing the procedures through careful observation, hands-on experimentation, and evaluation.

A simple flow processes for developing a specific skill are given below:

- Experimentation along with Evaluation
- Observation
- Theoretical Foundation

# NEW NORMAL TEACHING AND SKILL DEVELOPMENT IN HOSPITALITY SECTOR

3 STEP Blended Practical Framework				
Steps	Description	Particulars	Learning outcome	Mode
1.	Understanding the theoretical foundation	Experiment Manuals/ Recipe/ Programme/ Protocols/ Concepts/ Theme	Students will be able to remember the theoretical concept	Online
2.	Knowing the procedures through careful observation	Video-based observation/ guided explanation on videos/ curated videos	Students will be able to understand the procedure to carry out an experiment	Online
3.	Hands-on experimentation along with evaluation	Experiment	Students will experiment and test their theoretical understanding and the observations about the experiment.  Students will be assessed based on their experiment quality. Or Students will be assessed based on their performance in online simulated experiments/ empirical work	Direct / Online

## 3 STEP Blended Practical Framework – Concept, Delivery and Evaluation

Steps	Description	Particulars	Content	Evaluation Methods
1.	Theoretical Concept development	Experiment Manuals/ Recipe/ Programme/ Protocols/ Concepts/ Theme	Develop standard manual for the experiments using MS Sway	Create MS forms with five MCQs. Each question should carry five points, and a minimum of 20 points need to be secured by the student
2.	Observation video development	Video-based observation/ guided explanation on videos/ curated videos	Use MS forms and embed observation videos (best video from YouTube or curated video from the institution)	Create MS forms with five MCQs. Each question should carry five points, and a minimum of 20 points need to be secured by the student
3.	Hands-on experimentation along with evaluation	Experiment	Provide resources to experiment on the campus/ develop simulated experiments	Evaluate students' performance in the experiment on daily basis and record the marks in the sheet provided by the COE /  Use MS form and create simulated experiments with 5 MCQs. Each question shall carry five points.  The average mark secured by the student for each experiment shall be used to compute the ESE marks.

# **SUSTAINABLE ALTERNATIVE TOURISM- A WAY FORWARD**

## **REVIEW ON TRAVEL BEHAVIOURS OF TRAVELLERS OF NEXT DECADE**

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All forms of travel, opposed to mass tourism are called Alternative Tourism. Alternative tourism aims to have a neutral or positive impact on its destinations with a focus on economic, social, cultural and environmental considerations. In order to develop a more sustainable alternative tourism, it would be better to have a clear understanding of the travel behaviours of contemporary travellers.

According the study conducted by Amadeus Traveller Trend Observatory in 2007 there were four prominent demographic segments of traveller tribes. These demographically based traveller tribes have their own set of values, behaviours and needs. These travellers are known as Active Seniors, Global Clans, Cosmopolitan Commuters and Global Executives. Let us have a basic understanding about the nature of these travellers.

- **Active Seniors** are healthy and active retired people. They have more disposable income and time to take long or short holidays to enjoy their retired life.
- **Global Clans** are the ones who travel mostly internationally alone or in family groups to reconnect with the family and friends.
- **Cosmopolitan Commuters** are people who live and work in different places. They try to take advantage of the falling travel costs and flexible work styles for a better quality of life.
- **Global executives** are generally senior executives who take short and long journeys. They mostly travel abroad for business purposes in a premium or business class.

Considering the demographic breaks and the aspirations of the travellers, the following six types of travellers have been identified (Amadeus Traveller

Trend Observatory (ATTO)).

### **Simplicity Searchers**

This group has the characteristics of the Active Seniors and Global Clans of the previous decade. They do not like to do heavy research to make a decision regarding their travel plans. . Instead, they rely on outsourcing their travel plan decisions to some reliable agencies. They prefer simple and transparent leisure plans laid in front of them. These groups are rich in terms of 'money' but poor when it comes to 'time'. They do not like to have a challenging time during their holiday. This group prefers to have a 'safe and peaceful' travel holiday. These travellers give more importance to 'basics' than 'adventure'. They like to enjoy the simple pleasures of good food and good weather. Simplicity searchers give rise to the growth of 'Agencies' networks such as traditional travel agents, digital and social

media agents, Robo-agents. These groups will like to have access to peer-reviewed networks to which they can pass on their decision-making. These travellers still go with the philosophy of 'home-away-from-home'. They prefer to have western-style shopping malls wherever they travel especially in the emerging markets. By 2030 these groups may fade away.

## **Travel behaviours and preferences of Simplicity Searchers**

These travellers prefer:

- Choice-management services, like planning the breaks at the initial stage of the travel itself
- Previewing and reassurances, like checking the plane seat, hotel room and other holiday activities by using Virtual Reality (VR) technologies
- Personalised packaging guidance, where the airlines making it more transparent and less complex luggage management options maybe with an additional cost
- To stay near the airport and use local amenities. They prefer to spend a little more money to avoid layovers

- Deferred payment options like affordable credit with adequate transparency is another preference of these types of travellers
- To have user-friendly, non-invasive forms of technology, preferably with very little manual input and no staring at the screen
- To have more culture-sensitive service
- To have more proactive in-flight entertainment
- To have health and mobility needs such as health tracking through bio-metric, geo-location identification through mobility equipment
- Having 'bucket-list' for their travel, especially first-time travelers
- To have a user-friendly interface which provides answers to their queries
- To have a mobile translation software where they can connect with the local humour and culture

## **Cultural Purists**

The Cultural Purists are characterised by experimentalism, as they tend to dislodge life milestones. Cultural Purists are somewhat similar to the Cosmopolitan Commuters.

These types of travellers use their travel to break away from the normal home and travel experience and try to understand and experiment the local culture, food, etc. They like more realism in their journey. These travellers prefer to divert themselves from the 'beaten-track'. These types of travellers are more open-minded and receptive to new proposals and expose the service providers to new opportunities. They would like to drift away from the so called 'globalisation' - 'homogenisation' - 'McDonaldisation' trend. The bigger question is whether 'culture' will remain as a 'commodity' or not.

The Cultural Purists get inspired from non-travel related sources. They like to travel to fulfill their life-ambitions of life and intellectual quests. They would like to immerse themselves in reading their favourite literature, history, language. These types of travellers like to get involved in religious and cultural events.

## **Travel Behaviours and preferences of Cultural Purists**

The Cultural Purists:

# ALTERNATIVE TOURISM, A WAY TOWARDS SUSTAINABLE GROWTH

- Prefer to have travel recommendations from more sophisticated travel agencies.
- Rely more on 'word-of-mouth' recommendations about the travel and destinations
- Depend more on the local network airline carriers than major international carriers
- Are very price sensitive and would like to enjoy their holiday maximum at minimum cost.
- Are impulsive and experimenting type. They prefer flexible tariffs. They tend to be disloyal at times with locale, hotels or airlines.
- Do prefer personalised services such as human-like digital concierge services, culturally adaptive software.
- Would like to experience cultural immersion from the time they book their tickets. They prefer a fascinating transport arrangement throughout their tour such as air, rail, ferry, boat, etc.
- Prefer better curated information and like to have better 'personalisation'. They don't mind having 'surprises' in their tour.
- Are attracted to all unknown, unchartered, unsupervised areas and activities during their tour.

- Like to take the advantage of 'sharing economy' like Airbnb, Uber, etc.
- Drive the niche tourism propositions such as 'food tourism', 'flower tourism', 'last chance tourism', 'music tourism' etc.

## Social Capital Seekers

The Social Capital Seekers are those types of travellers who would take complete advantage of the digital media in order to enhance and notify their travel experiences. They ensure that they have a reach to the social media audiences about their travel adventures. Social Capital Seekers rely more on the real people's reviews about the travel experiences than the travel agencies. Peer-validated reviews are mostly sought by these types of travellers in decision making. For them, being well-travelled holds an enviable position in social standing.

Social Capital Seekers always update their social media with their travel experiences on a regular basis. This type of travellers plan their holidays by keeping their online audiences in mind, with the idea that a holiday is not for oneself, it is for sharing. These types of travellers are always on the move, they start the tour all over again after finishing one.

## Travel behaviours and preferences of Social Capital Seekers

### The Social Capital Seekers prefer:

- To seek the help of third-party expert researchers such as social media booking agents for their buying decisions.
- To go with strong branded hotels, leisure service providers who have a good social media presence.
- To move between social media and physical spaces seamlessly to capture and promote their travel experience. They are open to luxury offerings.
- To have their networked influence command better deals, upgrades, cash-back, discounts, etc.
- To have better connectivity, easy, affordable, or free access to Wi-Fi for their social networking activities while travelling.
- To integrate social media activities with tech touch points such as retail stores, restaurants, digital maps, etc.
- To have personalisation in regard to cabin options, hotel rooms, etc. and to have given adequate consideration to their complaints and recommendations.

## Reward Hunters

Reward Hunters are those types of luxury travellers who look for value for the money spent in the form of rewards. They look for physical and mental satisfaction through various rejuvenating experiences such as high-end spa, musical entertainments for self-improvement and relaxation. These are premium, fitness-conscious, high net worth and efficiency oriented type of travellers. This tribe of travellers are driven by singleton societies. By 2030, 20% of the world households will be singletons. By 2035, 86.5% of the world population will be living in urban areas. These situations will give rise to the need for more rejuvenation activities in the urban settings. Because of too much dependency on the technology, there are chances that a new anti-technology trend may emerge where people look for more 'unplugged' holiday experiences. According to OECD reports, the average income of the richest 10% population is about nine times that of the poorest 10% up from seven times 25 years ago across the member nations. The concentration of wealth in fewer hands will lead to the reward hunting travellers.

## Travel behaviours and preferences of Reward Hunters

### The Rewards Hunters prefer:

- More of concierge services, outsourced travel managers, personal assistants in their search for ideal travel experience.
- To get VIP experience such as direct access to aircraft without check-in baggage, security process, etc. They prefer to bypass the standard processes at the airport.
- A zero-connectivity zone in the aircraft, where they can detox digitally.
- For in-flight sophistication such as spa treatments, gym, flatbeds, etc.
- To have jetlag remedies, recirculation treatments, etc, on arrivals and at the destination. 'Spa-on-arrival' is considered as a potential complementary offering for VIPs
- Less tangible outputs of their travel. They would like to parade their newfound sense of wellbeing on online networks.

### Obligation Meeters

Obligation Meeters are those travellers who would like to meet some bounded objectives such as to be at a certain place, at a certain time, without fail.

Unlike the earlier described

traveller tribes the Obligation Meeters have more 'hard' objectives, than the 'soft' objectives like enjoyment, relaxation, skill-acquisition, popularity building, etc. The concept of 'bleasure' came into existence as these travellers are trying to bring in a balance between 'business' and 'leisure'. Flexible working hours and arrangements, global cultures of entrepreneurialism, robust connectivity lead to more international travel for work. They prefer to attend various events in and around their place of visit by enjoying the local culture, attend specific events like celebrating ethno-religious and national holidays. These types of travellers include:

- Business Travellers
- MICE (Meetings, Incentives, Conferences, Exhibitions)Travel
- Sports events
- Dual citizens
- Visiting friends & relatives
- Personal/ Familial occasions/ events
- Health Tourists
- 'Bucket list' tourists
- Pilgrims
- Students (attending conferences & seminars, or on short-term study)

## Travel behaviours and preferences of Obligation Meeters

### The Obligation Meeters prefer:

- To have a hassle-free holistic booking system as far as booking flight tickets is concerned. They prefer a more relaxed business trip with a short break at the destination.
- More objective advice from the Travel Management Companies. They expect the Travel advisers to go a 'step ahead' share the information using online videos with a chat option.
- To book the tickets in advance, especially with reference to religious festivals, family events, etc.
- More simplified, time-saving and reassuring check-in options. They prefer to have push messages giving information well in advance through technologies like smart-watches. They like to have a connected luggage handling process.
- To have speedy check-in, security checks and gates as they typically have a low tolerance for delays and will always be on tight schedules.
- To have automatic

researching and booking alternate forms of travel arrangements, refunds or concessions in case of any eventualities like flight delay, transport delay, baggage delay, cancellation, etc.

- To be kept engaged properly to avoid their boredom in case of a time lag between check-in and take-off. Providing opportunities to work, shop and conduct other life business could be a better option.



- To upgrade for concierge services for quicker processes at the airport as most of these travellers are frequent flyers. They give more consideration to network security. Instead of the archaic password, it would be better to have biometric security. To have automated payment flexibility to separate the business spending with the leisure time spending.
- Proper data management and introducing loyalty schemes. Incentives are a powerful motivator for this type of frequent travellers.
- More leisure experiences at the destination.

## Ethical Travellers

Ethical Travellers are those travellers who worry about their carbon footprint because of the travel. They are concerned about the environment. They may opt-out of big travel to make sure that the spending on travel benefits the local communities or emerging economies than the developed economies. Ethical travel is contingent on the development of economies and the economic circumstances and movement of emerging economies. The emergence of data-driven economy is prompting rights campaigning by more ethical travellers, who may even avoid airlines due to issues related to data privacy during booking.

## Travel behaviours and preferences of Ethical Travellers

### The Ethical Travellers prefer:

- To look for Virtual Reality as an alternative mechanism. They may use this mode to visit places for political reasons, inaccessible or unsafe locations.
- More Transparent Apps to have better validation of brand claims. Hotels may be forced to invest in the local neighbourhood.
- To opt for more high-speed rail services and other eco-friendly modes of transport.

- To adopt moderate flying or rejection of air as a travel option for better carbon offsetting.
  - Group travelling than individual travelling to reduce the carbon footprint. For this, they may use social networks.
  - To travel with light luggage, use connected suitcases, use packaging-management apps, networks of lockers.
  - Not to use extra leg-space or inflight luxuries due to environmental reasons.
  - More rural destinations and they are more anti-corporate, anti-globalisation or anti-urban.
- To spend a significant portion of the time for causes away from home. An element of 'voluntourism' may build up as the trend



- There is a major change expected to happen in how travellers select destinations, consume travel services and make purchasing decisions. Travellers are adjusting

their spending patterns due to macro consumer trends and technological changes which are influencing the travel industry significantly. Those travel brands which are able to appreciate these changing motivations will be best placed to develop new innovative services.

#### SOURCE CREDIT:

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# **BICYCLE TOURISM; A WAY TOWARDS SUSTAINABLE FORM OF TOURISM**

Mr. Manoj R

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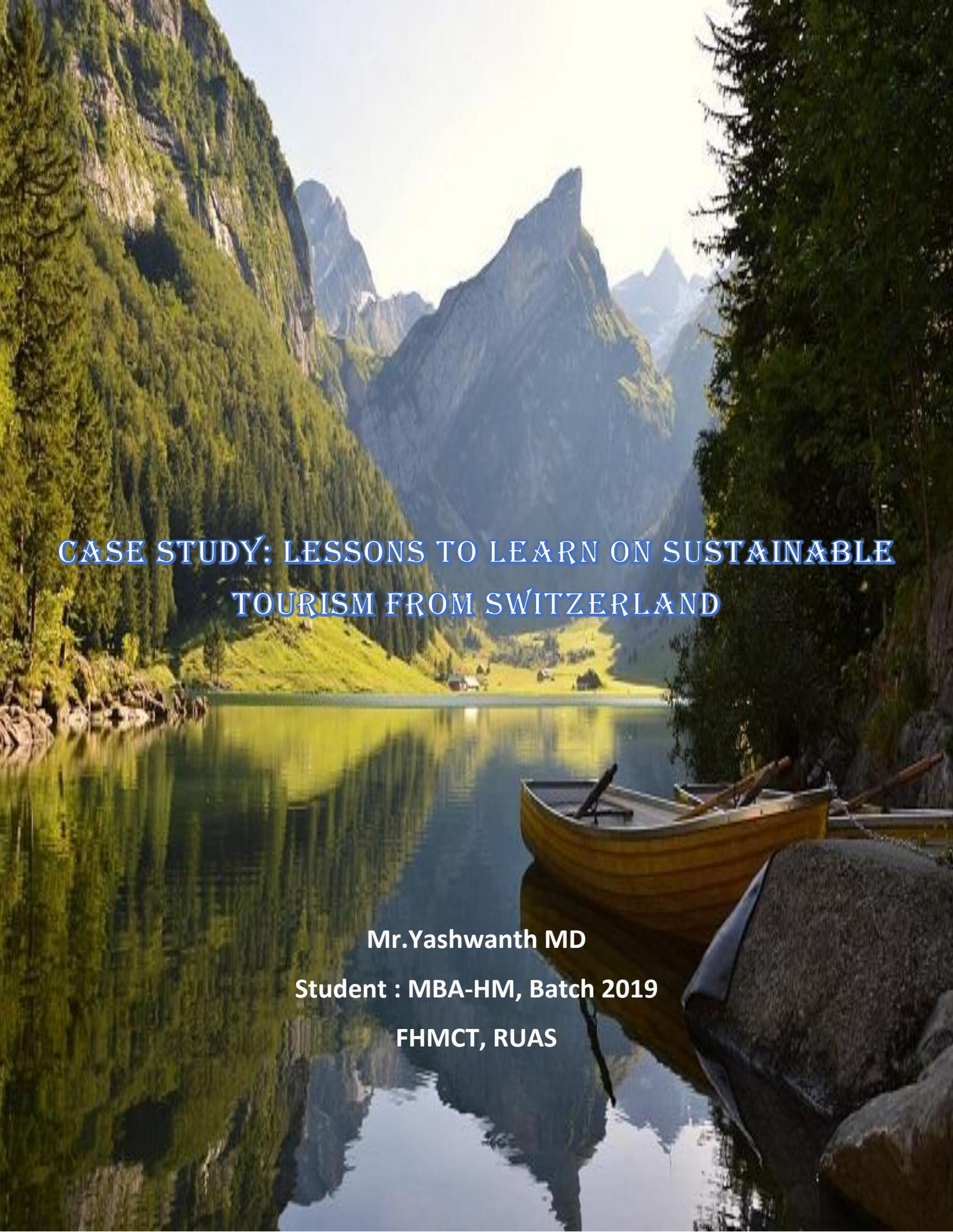
Cycling is a mode of traditional transportation which has recently attracted the attention of the tourism and environmental sectors due to its variety of advantages over motorized transportation. The countries that are promoting cycling and having the highest number of cyclists are Netherland, Denmark, Germany, Sweden, Norway, Finland, Japan, Switzerland, Britain. The bicycle gained momentum from the outdoor movement of the 1930s. The cyclists touring club advertised a week's all-in tour, staying at hotels recommended by cyclists and in Britain some people have estimated that there were ten million bicycles to one million cars. Netherland hold the record as the nation with the most bicycles per capita. Cycling is incredibly popular in Belgium where a number of important cycling races events are held.

**Cycling is an aerobic activity**, it works your heart, blood vessels and lungs. It helps in breathing deeper, sweat more, and have a higher body temperature, all of which will improve the overall fitness. It also has a range of intensities, making it suited for people of various skill levels. Cycling can be used as a form of transportation, a recreational pastime, or a competitive sport. The various types of cycling are: Light weight touring, ultra weight

touring, ultra-light vehicle, fully loaded touring, expedition touring, mixed terrain cycle touring, supported touring, day touring etc. These are some of.

With respect to the present scenario of indefinite hikes of fuel charges, cycling would be economically cheaper mode of transportation. Cycling has good health benefits in comparison with other sport or fitness. Also, cycling is a better way of exercising which would not require lot of space like gymnasiums. It is a non-polluting and environment friendly activity. It can be an aid in the development of physical and mental healthy lifestyle. Now, a lot of bicycles come with better safety features- strong aluminum bodies and gears so that people can ride the it freely. Bicycles should be made available for rent in archaeological sites, zoos, botanical gardens, forts, and other tourist attractions for tourists to self-ride. Tourists will be able to explore the area easily, and cycling will gain popularity. People are also interested in **e-bikes**, which are another good mode to commute short distances. In summer, riding a bicycle throughout the day can be difficult, therefore e-bikes would be more suitable at destinations.

At present bicycle tourism is not implemented in India, by implementing bicycle tourism country can maintain the sustainability of environment and human health. For planning of promotion of bicycle tourism, we should form bicycle clubs with good infrastructure, conduct events and have the self-contained riding vacations for enjoyment, adventure etc. Package tours like single-day journeys, multi-day trips, and even years of touring are possible. Tours can be booked by the participants or can be organized by a vacation group or clubs. The promotion of bicycle tourism is crucial by the tourism stake-holders for **sustainability of earth and mankind**.



**CASE STUDY: LESSONS TO LEARN ON SUSTAINABLE  
TOURISM FROM SWITZERLAND**

**Mr.Yashwanth MD**

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## ALTERNATIVE TOURISM, A WAY TOWARDS SUSTAINABLE GROWTH

The scope of this case study is to highlight about the ecotourism practices that are gaining momentum around the world especially in Switzerland. Due to the conservation initiatives that it promotes, it coincides with the vision of sustainability that the country seeks to capitalize on. **Ecotourism** is essentially non-extractive and non-consumable. It strongly supports the protection of wild animals and their natural habitats in the ecosystem, helps people understand the ecosystem, and helps local indigenous communities earn income from this symbiotic relationship. According to numerous studies, the income of ecotourism businesses has the potential to improve and simplify the long-term economic prospects of Switzerland and other countries.

Switzerland is one of the countries in the world that has become an ecotourism hub. In September 2016, Switzerland became the first country in the world to implement the concept of a green economy, making it a history. Also, it has set a goal of achieving sustainable development on the planet by 2050. Switzerland has invested a lot of money in the field of environmental protection.

According to the plan, the government has created 800 jobs related to the concept of ecotourism, of which there are about 500 jobs in the federal region, about 1,500 jobs at the state level, and about 6,000 jobs at the city level. The above initiatives makes Switzerland one of the well-planned ecotourism hubs.

This case study is based on the secondary data, literature reviews were done on the papers relating to ecotourism advantage and disadvantage in Switzerland. It was observed that Switzerland ranks second in the list of ecotourism countries in the world. Switzerland faced many challenges to adopt the culture of ecotourism. The planning of this concept was done in the year of 1960, initially the country didn't have any proper planning nor any monetary support to adapt this culture. In the year 1980 the country along with the help of the European Union started adapting the culture of ecotourism to a large scale. Landscape played an important role in Switzerland. The population factor of the country also played a key role in ecotourism culture.

**The following are the aspects that make Switzerland an ecotourism hub:**

- **Sustainable skiing**
- **Certified Accommodations** “Green
- **Reusing waste**
- **Unadulterated water resources**
- **Eco-friendly transportation**

The ecotourism concept in Switzerland is said to be both an opportunity and as a threat to create more sustainable tourism in their country because if the diverting tourist's traffic is more than the carrying capacity in any country it is said to be a threat. Therefore, it is the responsibility of the host community to be prepared to face the negative impact of mass tourism in order to protect sustainability. The visitors to ecological sites must maintain the natural area in an ecologically sustainable environment. To conclude ecotourism serves as a beneficial tool for **rural development, environment protection, such as local empowerment and poverty alleviation.**

# ALTERNATIVE TOURISM- A WAY TOWARDS SUSTAINABILITY AND GROWTH

जलियाँवाला बाग  
नाइजीराला घाटा  
JALLIANWALA BAGH

Mr.Sumithresh  
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Tourism is way to get an escape from the daily routine life, travel to destinations and experience leisure activities. In developing nations like India, tourism is growing on an upward scale. Though, tourism has its own importance in the context of **social-economic benefits** at the same time it has negative repercussions such as a huge economic blockage in which the income of the tourism sector would flow back to the investments from the Western Multinational Enterprises. Many scholars have stated that tourism is

disturbing the others sector based on the following four factors:-

- Environmental Problems- Most of the destinations attracts mass tourism that eventually leads to the environmental pollutions
- Economic problems- even after the economic growth, the tourism sector does not solve the poverty issues
- Political Problems- Political international relations and security issues are the concerns
- Social Problems- Invites a set up for the new market for modern culture travel and tourism.

Dark Tourism is one of the most fascinating and interesting tourism in a developing country like India.

Dark Tourism (DT) is also known as **Grief Tourism** because people

have that eagerness or urge to visit such places which are basically associated with any traumatic, tragedy, or death situation.

Now, it's a trend to go to visit such places since people are very much fascinated by the bloodshed or human sufferings history.

In a country like India, which has a long history, Dark Tourism found its place to grow. Gone are the days when the concept of Dark Tourism was limited to research papers or newspapers, now people are getting attracted towards such spooky places since it focuses only on

## ALTERNATIVE TOURISM, A WAY TOWARDS SUSTAINABLE GROWTH

the dark chapter of the history of such place. Not only in India, but around the globe this concept of Dark Tourism is flourishing. This concept has a buzz of its own. Dark Tourism can also be seen in various following forms such as:



1. Grave tourism
2. Prison and Persecution site tourism
3. Natural disaster area tourism
4. Modern Political sites
5. Industrial Disasters

Since India has a long history of natural calamities, wars, civilizations, poverty, cultural diversification, kingdoms and empires, superstition, fight for independence and many unfortunate events. So, a very prominent and sound opportunity of Dark Tourism is there in this sector.

Many destinations can be promoted as the Dark tourist places and enhancing the **economic growth and development.**

- There are many places of Dark Tourism in India, some are as follows-
- Bhangarh Fort Rajasthan
- Jallianwala Bagh, Amritsar
- Tajmahal Palace Hotel Mumbai
- Cellular Jail, Andaman Nicobar Island, etc.

Since the places of Dark Tourism are very much to the negative association with tragedy and death, so in a country like India, where its richness in culture and heritage portrays it as a peaceful and positive country, the motive of tourists to visit such spooky horrifying places will be questioned and will be hard to accept. There are many destinations that are raw and unexplored or destructed because of some unwanted calamity or some other factors, will demand the maintenance and shortage of allocation of funds in this sector may give a hard time to this particular tourism to grow and prosper. Due to the ethical

issues involved the Government of India is not promoting the Dark Tourism in India. As alternative tourism, Dark Tourism has the potential to grow due to the keen curiosity of people to visit such places, though it has not gained sufficient limelight and popularity yet. Better policies should be made to promote Dark Tourism in India by the Government. Inadequate policies should be removed in order to bridge the gap between lack of awareness and transparency.



Sufficient allocation of funds should be done in order to revive the dead destinations. Though Dark Tourism has not earned that effective place in India, but it has the potential to go to greater heights. Just the need to boost it up in an ethical way is to **promote peace through the lessons learned from the tragedies.**

# ***Managing Online Reputation of Hospitality Industry through Travel Vlogs and Blogs***

Mr. K. Somesh Kumar  
Student : MBA-HM, Batch 2019  
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# ONLINE REPUTATION MANAGEMENT IN HOSPITALITY INDUSTRY

Tourism is one of the most happening and vibrant sectors in the global economy. Due to the evolution of the internet, there has been a change in how a tourist looks upon social media to pick up the perfect destination to travel to. As we know that the tourism industry is connected with the visual experience, using visual material is the catchiest way to get attention of the customers. Social media development affects tourism and hospitality business mainly through enabling aggressive marketing strategies. Social media has changed all the aspects of a traveller's life, the UGC (User Generated Content) helps to engage them. Influencers through their travel vlogs and blogs makes more impact on the tourists visually. Blogging and vlogging are the best effective way and tactful strategies to make the content reach out to travellers. The travel vlogs and blogs help in the promotion of the destination as the traveller shares **pictures, videos, blogs and reviews through the social media.**

Posting vlogs and blogs on the various social media online platforms is more effective for the viewers and attracts more tourists. The purpose to influence the search engines, sharing of content acts as a backlink further after pushing the content up to the search engines in the result pages. This makes and enables to implement an **effective reputation management process**, and brings in more customers who are looking forward and build audiences from the blogs and vlogs, makes more recognition in the online services.

Alerting the followers of social media accounts enables to increase the company's viewership. So this makes increased reach with potential customers and greater recognition for the services. If the aim is to attract more customers via online medium then the crucial step is to create engaging content. There are many other reasons why it has more influence and works well for the online reputation of the hospitality industry.

**Visibility of the brands and content** increases the online presence by directly contacting the customers, listening their questions. It also increases the reputation online by answering the queries of customers. By this, the customers would visit frequently and share the content. If the social media influencer produces exciting content on the channel it would attract more business. The various mediums to manage online reputations are as shown below:

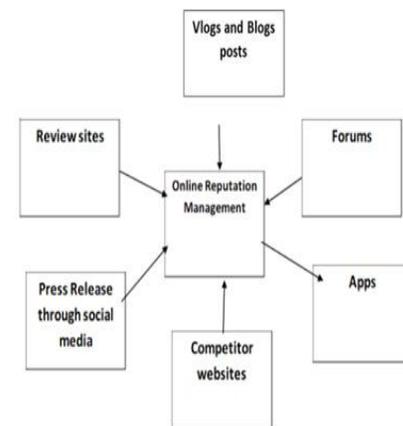


Fig: Mediums to Manage Online Reputations

Posting on vlogs and blogs, forums, apps, competitor websites, press release, review sites, these need to be checked and verified meticulously on daily basis in order to maintain a fair reputation online.

## Dr. Pranab J Patar

Chief Executive, Global Foundation for Advancement of Environment and Human Wellness, New Delhi

### Professional journey:

Dr Pranab is a seasoned environment professional and a sustainable tourism expert. He is known for his work on water resources, biodiversity, climate action, alternative livelihood & eco-tourism, Pranab now heads – Global Foundation, an organisation founded on the Triple Bottom Line philosophy that is committed to bringing in innovative and enduring solutions to some of the key socio - environmental challenges through a trans-disciplinary, multi-stakeholder and hands-on approach.

Before this, he has worked with leading organizations including TERI – The Energy & Resources Institute, Earthwatch Institute, Wildlife Trust of India, CEE – Centre for Environment Education, WaterAid, GIZ to name a few. Academically he holds a master’s degree in Environmental Science Science and a PhD for his work



on ‘tourism-related factors affecting the biodiversity’. Over the years, he has designed and delivered several result-oriented environmental programmes nationally; besides leading pioneering work on citizen science based environmental monitoring programmes on water resources and climate change. As a capacity enhancement specialist, he has trained over ten thousand teachers students, NGO professionals and corporate executives on environmental issues. His work during the Covid-19 pandemic since last

year has been exemplary, where he has been associated with several initiatives across India to support the life and livelihood of Covid impacted people and families. He played a key role in the Roti Bank campaign of Noida, which collectively raised over 18 lacs Rotis in less than 2 months to support a segment of the migrant population besides steering the Medicine Bank project that provided free essential medicines to over 1000 individuals so far impacted by Covid-19 and devastating floods in the states of Uttar Pradesh, Uttarakhand, Bihar and Assam.

He is an active member of various prestigious bodies such as IUCN

Tourism and Protected Areas Specialist Group, Responsible Tourism Society of India, IUCN Commission on Education and Communication, ONet Facilitation Team of IPBES (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services), Indian Tourism and Hospitality Congress, etc. He has been on the Jury of CMS VATAVARAN International Environment Film Awards and the Governing Body of Deepor Beel (a RAMSAR site) Conservation and Management Committee of the Government of Assam. He is a recipient of the Change Makers of Assam Award 2020 and a finalist of the

Northeast Young Heroes Award 2020. His work on Water Conservation and ICT for Environment too won awards such as Water Digest Water Award 2019-20 and ICIMOD ICT for Mountain Development Award 2015 / Vodafone M4G Award in 2016 respectively.

### **His views on 'Future of Hospitality Industry, environment & sustainability'**

Globally tourism is a major money-spinner and that makes it the world's one of the most profitable industries. It has created a significant footprint across geographies through its presence and by boosting the local economies. This has further led to some extremely encouraging predictions regarding the potential growth of tourism in the coming years however, it has faced a sudden jolt due to the Covid-19 outbreak. In the face of this unprecedented humanitarian crisis, everything went topsy-turvy and the road to complete recovery appears to be long; we may have to wait patiently for this period to be over.

While the natural environment is getting rejuvenated due to the series of inconsistent but long lock-downs. It got a momentary relief from the unabated human exploits of natural resources, which has been going on for ages. The tourism industry like

most others, also got an opportunity to take stock of the damage that has been inflicted upon nature due to the foundation of most tourism nature based activities. In the ever-changing environmental context and as a counter to the unwanted alteration of landscape, ecosystems, and socio-cultural dynamics, pro-environment alternatives are being promoted and adopted by many.

The economic benefits of hospitality and tourism industry especially in its mass forms are well known, which have allowed this industry to grow without any accountability towards environmental and sustainability needs. Things are changing now, stakeholders are coming forward and seeking help from various quarters and are even adopting reactive and proactive strategies to work through the challenges of climate change, to build resilience and have disaster preparedness should there be another pandemic situation in the future.

Going forward in a post-Covid world, I foresee a transformed hospitality and tourism industry that's **socially inclusive and environmentally sustainable.**

**Suggestions, recommendations to the budding hospitality professionals**

**The young professionals need to remain focused on the basics** and continue to work on the quality enhancement of hospitality and tourism products. Being a service industry, quality of service, and customer satisfaction will always be two of the most important requisites. The onus of making this industry a sustainable and responsible one, falls on its stakeholders especially the young breed of hoteliers, restaurateurs, travel curators, tour operators, and hospitality professionals, they will have to show us the way and start taking every possible step to safeguard our natural environment. Nature forms the basis of most tourism operations, this industry is literally standing on the attraction features of a site, and everything else is secondary. The environmental damage that may have been incurred owing to the growing human population and their escalating needs, in all probability may take away the attraction factor of a tourist destination. And that's possibly the biggest and most potent threat, the tourism industry is facing today. If our young generation starts valuing and appreciating the natural and cultural heritage of a place, this industry becomes a flag-bearer of sustainability in no time.

# Mr. John Savage

Founding Director, IHTEP Asia, Manila, Philippines

## Industry experiences and achievements:

John Savage is a retired Hotel General Manager with over 55 years of International Hospitality General Management and Training experience— a journey that took me through 45 different countries – all at the Hotel Company’s expense!

Founder of IHTEP, which create and deliver unique Vital Soft Skills programmes for the Hospitality & Service Industries focusing on what all students will need in the real world to work. Have been actively teaching to tutors and students alike throughout South East Asia, China, India and the Middle East for the last 7 years. He has published a book as well.



### ***Please let us know Your Views on Problems and Solutions in Hospitality Industry***

In life there are problems and solutions – Are you a part of the problem or part of the solution?

The major problem in the dynamic hospitality market place is that new graduate whilst being technically qualified lack the vital soft skills that their prospective employers’ expect and demand. The employers do not have the time and resources to train new hires in these vital soft skills and expect that their college would have done so.

Post COVID the employers will be even more selective with new hires and their soft skills will be a “Must have”, as well as a more **flexible attitude towards working** and being able to multi-task. I have in my time interviewed hundreds of new hospitality graduates – that’s if they have got through the pre-screening process. I have read thousands on resumes or CVs....the problem is that the resume in most cases does not match the position on offer – and so many were just lifted off the internet.

Sadly despite having graduated with a technical qualification they do not have the ability to communicate effectively. Their lack of comprehension of the roles and duties involved is woefully lacking. The very first morning they put on their new uniform and shiny name badge and walk through the staff doors into the lobby they will meet a guest. The guest will recognize them as hotel employees and will ask questions, guests will not want the response – “Sorry I am new here it’s my first morning!”

### Solutions...

Sure there are plenty of hints, tips and magical formulas available on the internet but do they really address the real problem? Sadly no as they are too general and are certainly not industry specific. Then are so many books on the subject but they too fall into the same problem areas – they are not industry specific.

No one can ever teach the real-life situations that Hospitality will throw at you, they never taught me how to deal with drunks; marital conflicts; hotel fires; guest's deaths; guest's with impaired faculties; Film Stars; Royalty; VIPs or suicides...the list goes on...these can only be learned "on the job" and as you go.

But if the student has a thorough knowledge of the vital soft skills required then it is so much easier to be able to adapt to these situations.

### **Your Advice- suggestions, recommendations to the budding hospitality professionals:**

Going by my own experiences and academic achievements at school – were not impressive! -

I could come from two completely different points of view for young people starting out on their career paths.

1. Focus on what you really want to do as a job when you leave college – academically what will it need to achieve these aims? Be focus-minded & strive to achieve these objectives.
2. The complete opposite view starts with "people hire not just on technical qualifications but importantly on their all-important soft skills".



## *Ms. Sukanya Choudhary*

General Manager -TV Today Network Ltd.,  
An alumna of Ramaiah University

**Please tell us about your professional journey experiences and achievements.**

In the professional career of 21 yrs, I have gained valuable experience and insight of the Hospitality & Media Advertising Industry. Possessed hands-on experience in sales and marketing aspects of airtime selling business both at the operational and planning level.

I started my career as a Management Trainee with Taj Residency Bangalore in 2000. Working for more than a year in the hospitality industry, my smile which was noticed by the senior management of Star India Pvt Ltd having their conference at the hotel premise, gave me a window to the world of media.

In 2001, I started my career with Star India Bangalore in advertising. Though I was new in the industry, it did not take much time to be a part of the fraternity. The credit goes to my BABA & MAA and my mentors in college who always taught me to believe in myself and excel in life. Every person by birth is creative in their own way. From being a child, we convince our parents of the smallest of things till the time we get it. So convincing with conviction, right communication and having a positive attitude is an art that is required in both Hospitality and the Media Industry.

In 2003, I entered the world of news with the India Today Group. Currently designated as General Manager, Head of East for the English news channel – India Today Television of the group. In 2016, was given an additional responsibility of Radio Head Sales, East to establish 104.8 Ishq FM in the eastern market and to maximize revenue. During my journey, I have been responsible for up-selling and promoting India Today Television, AAJ TAK, Tez, AAJ TAK HD, Events & Radio sales from the eastern region. Executing company's sales plan and strategies for garnering maximal market share and revenue has been my key focus

area. Also executing contextual feature-based selling to cater to a niche market to help meet and exceed the promotional objectives of clients. Maintaining a strong PR with the agencies for relationship marketing and value enhancement of the company's core product. Co-coordinating with corporate clients & agencies and with all departments internally for ensuring quality customer care and also assisting them in their media plan based on market research and target group. Handling deviations from satisfaction and ensuring recovery is made before the

advertisers move onto other competitive channels. Have been part of strategic conferences nationally & internationally, for designing and implementation of the various policies, new channel launches of the group.

With a positive attitude and sincerity and passion to achieve, have been consistently achieving and exceeding the sales targets assigned. Have been rated one of the best performers in TV Today Network Ltd (India Today Group) and received the most prestigious Chairman's award for the best sales team in 2015 and 2020.

### **What are the challenges and strategies to work in the hospitality world ?**

Not every challenge in the hotel industry is unique. There comes the time when the challenges are similar with the other industries. Working in the hospitality industry always strikes as a glamorous career but with such shine comes the big challenges. If you are looking forward to entering the hotel industry, don't be afraid of the upcoming challenges. Well-skilled faculty members train you to face industry challenges. It is important to know the challenges of the hotel industry in order to overcome it. In order to survive in the real field, you need to be familiar with new technologies. Along with that, you

know how to implement new strategies in order to enhance your hotel's business.

As a matter of fact, a certain changes in marketing trends and dynamics can emerge as a huge challenge while you are working. In the digital era, online marketing is one of the current methods and you have to engage your guests on social media. You have to be familiar with messaging apps and other online sources.

Managing multiple priorities at the same time. The front office is usually the first point of contact for guests and therefore it acts as a representation of the hotel. The front of house staff have to manage and coordinate with different parts of the hotel, so prioritizing tasks are important. Communication is key. Because the hospitality industry is so fast-paced, you absolutely have to have great communication skills in order to succeed. Since you are interacting with customers constantly, you have to be able to deliver information in a clear, comprehensive, and positive manner. Sometimes, the information that you're delivering won't be exactly what your guests are hoping to hear, and you need to develop skills to cope with this and navigate tough conversations. Most important to success in the hospitality industry is developing a keen eye for detail. Keeping up

with what's new and interesting in the city. Dealing with guests and making the right recommendations is important. Guests always look forward to hoteliers to know attractions nearby, availability of necessary requirements.

Handling disappointed/rigid customers. The hospitality industry will throw plenty of curveballs at you and fast that you'll need to know how to react to within a moment's notice. You need to have a creative approach to problem solving. Whether you're a manager, owner, or junior staff member, you'll need to enact leadership skills on a daily basis within the hospitality industry. As a service-based industry, there are always thousands of moving parts to keep track of, and if even one of these parts fails, your entire effort could be at stake. Inevitably, there will be times when you need to step up and take charge. To become a strong leader, you must first be confident in yourself and your own abilities. Know your strengths.

There's no denying it, hospitality can be tough. You'll have days when your team is short-staffed and customers are more demanding than usual, and you'll need to learn coping strategies for those

stressful occasions.

When planning out your week, predict certain times when your workload may suddenly increase, whether due to an increase in customers or an external factor. The ability to work well under pressure is an art you need to develop.

In the hospitality industry, you always need to stay at least two steps ahead of the game. Don't just address a customer's needs when they announce them, instead think ahead and anticipate their needs so you can get the task done in advance.

Maintaining a respectable image of the hotel. Due to the influence of social media on the hospitality industry, hotel marketing, and PR teams are expected to be able to engage with customers via these platforms. Customers expect quick responses and good service.

No matter which part of the hospitality industry you work within, your job requires a unique set of skills that can only be improved over time. Positivity not only creates a better impression in front of customers, but it helps you enjoy your daily routine and maximize your productivity at work. Just be positive and put a smile on your face.

**Please tell us about your experiences and learning's in college.**

Hailing from a small town

in the North East, after completing my schooling from Loreto Convent, Shillong, to explore the world, MS Ramaiah College of Hotel Management gave me the courage to spread my wings and fly. My success goes to all my professors. A special thanks to Prasanna Kumar Sir, Bobby Sir, Rashmi Mam, Jaya Mam, Neena Joshi Mam, Abby Mathew Sir, Veronica Mam, Abu Sir. Whatever I am today is because of their blessings & guidance.

I was good in studies but being an introvert, I communicated less when I was in my first year. Prasanna Kumar Sir who was my mentor and inspiration became my college counselor who guided and helped in giving me the confidence to interact with everyone in college. Rashmi Mam taught us grooming. In one of the inter-college competitions, Bobby Sir & Jaya Mam inspired us to participate. I was so nervous but every moment they guided all of us with regular practice in the staff room. I remember the day of the university results when we all had butterflies in our stomachs while PK Sir made the announcements, post which the smiling faces of my friends will always be in my heart. French classes with Veronica Mam were thoroughly enjoyed with our hilarious pronunciations. We celebrated life in college. All such memories go down the lane and will always be cherished.

The college has taught me to be disciplined in life. The biggest lesson college taught me is that I'm fully responsible for everything that happens to me and my success is almost entirely dependent on myself. One of the life lessons I learned while in college was learning new skills which I had to excel as soft skills that helped me in my career growth.

College was filled with interactions with professors, class friends, seniors or a supervisor at an internship. We always wanted our communication with others to be pleasant, but disagreements or tricky situations probably arise a few times during our young days, I had to find a way to handle such conversations and situations. Because of this experience, I am now able to have difficult conversations with other people without stressing me out. College and the hospitality industry allowed me to develop myself – professionally and as a person. Not only did I improve on my professional skills, but with time and commitment, I started taking care of people.

College may give you the knowledge to take the next step on your career path,

but don't underestimate the valuable life lessons you'll learn while you're there. That's one payoff you can't put a number on. College places you in situations where the answers don't always come easily. You'll have plenty of opportunities to take your learning into your own hands and find a way to acquire the skills you need to turn your dreams into reality.

### **Your advice and recommendations to the budding hospitality professionals.**

This booming and dynamic industry has fruitful career opportunities in abundance, from working in hotels and transport to working in food, beverages, and events, the possibilities are endless. There are two sides to working in the hospitality industry – the operational side and the corporate side. With such enormous scope and opportunities galore for progression, the sooner you know which niche area you want to specialize in, the better. Whether you aspire to manage a five-star hotel resort or run your own team in a star restaurant, you might also want to consider getting some experience to help you get ahead. So, undertake an industry-specific internship.

There are many ways you can get your feet on the hospitality industry ladder, but having a

relevant qualification can give you the upper hand. Having relevant industry experience is key and especially helpful if you have a specialist area in mind. Even if you don't, it's a great way of establishing what you do enjoy (and what you don't), while picking up vital skills and expertise you can carry with you into the world of work after graduating. During your internship, make sure you are given access to all areas of the business and show your enthusiasm as you go. An employer who sees an enthusiastic and willing to learn employee is likely to reward them with increased responsibilities, which will only bode well for you later down the line.

Master your soft skill set. Although your technical skills can get you noticed, it's your soft skills that will be relied upon time to time if you want to succeed in the industry. The hospitality industry is fast paced, which, naturally requiring individuals who are adaptable, resilient, and able to use their initiative. Working in hospitality is, of course, both a team-orientated and customer-facing role, where lines of communication should always be clear, positive and professional, with enthusiasm always sky high. **Remember – it's all about service with a smile, and knowing the customer is always right (especially in the hospitality industry).**

All the dynamics, all the shifting with different responsibilities and the feeling you have when you start training and end up in a managing position, it's more than satisfactory at the end of the day. And it does not stop with the customer-facing part of the hotel, you have the opportunity to meet and socialize with people representing a wide range of nationalities, in an even wider range of places all around the world. The hospitality industry is a pretty interesting and pleasant domain to get involved in. There is always a place for innovation and there will always be innovators.

No matter which industry you aspire to work in, building your network is vital as your connections have the potential to take you far and wide. As much as networking is about building valuable contacts which can help you access other opportunities, you can also learn from them and further your knowledge of the industry.

**I wish all the very best to each one of you. May success be with you always.**

## Ms. Nameeta Garg

Hotelier, Food Safety Consultant & Wellness Professional,  
*an alumna of Ramaiah University*



### **Please tell us about your professional journey experiences and achievements.**

My professional journey began in 2000 on completion of my BHM from M.S.Ramaiah College of Hotel Management (now FHMCT). As I complete 21 years in the industry, I remain committed to the core values of hospitality that I learned, and am grateful to the faculty at college, my peers and mentors that trained & supported me in the industry.

While I remained in hospitality, my career path has been a non-linear one throughout, as I have never been a title/designation chaser or followed traditional hierarchy to climb the organization ladder. Instead, I have always sought value and personal development.

In my final year of BHM, I opted for Bakery as a specialization. That was where the seed for a career in 'Culinary Arts' was sown. On completion of my course,

I chose to go for a further post-graduate specialization in Patisserie & Confectionery and Craft Bakery in Darlington, U.K. I also completed an Advanced Food Hygiene program during this time. Soon after graduation, I began working as a Chef at a small but high end Village Pub/Inn near Nottingham, U.K. Circumstances led me to return shortly to look after to my family in U.A.E., where I continued my culinary pursuits with an IHG branded hotel as a Chef in Pastry section. The transition from a small British country Pub/Inn to a City business hotel nearly 15 times its capacity was a great learning and confidence building experience. I subsequently returned to India and got an opportunity to work with the Oberoi group at one of their finest properties, The Oberoi Rajvilas in Jaipur. While the Oberoi Group of Hotels are synonymous and

respected the world over for the quality of service, luxury, efficiency and work culture, the Vilas properties are distinct and a class apart.

This experience has been a defining chapter for me in my career and one that I would always treasure for the learnings, understanding & appreciation of organization culture & quality and the opportunities that the brand offers. The next move was to return to a business hotel for a short tenure and my last as a Chef in commercial kitchens, at the Renaissance Convention Centre in Mumbai (part of the Marriott International brand).

After enriching experiences across various brands in different countries & cities, it was at this point in my journey that I wanted to explore alternate opportunities including entrepreneurship, within the industry but out of hotel kitchens. On returning to my current home, Gurgaon, however I got the chance to work in academics as a Food Production faculty at a partner institute of the reputed, Vatel Hotel & Tourism Business School (France). This added a new avenue for me and led me to think about possible career options in Training or Academics. In hindsight, however, it appears that a different path had been chalked out for me instead. While in the role of an academican, with the support of the Management, I got an opportunity with ITC Fortune Hotels, a subsidiary of ITC Hotels, at their corporate office. It was here that I began a new and truly transformational phase in my career, starting in Operations & assisting with SOPs & compliances, Customer experience of hotels across the country, to over a span of 12 years reaching the position of Development Manager responsible for Growth and

Development of the brand across India. From menu planning and gourmet dessert preparations & plating in individual hotels, to evaluating, recommending and planning multiple hotels for brand expansion and entry into new markets, it has been a tremendous learning curve over the last two decades. I have been privileged to have had various mentors throughout my career, who have guided me and shown me career paths that I may not have considered.

Having reached this stage and constantly building on my habit of continual learning & upskilling, for both professional and personal growth, I felt the need to steer away from the rungs of the corporate ladder and use my experience to add value.

With a background as a Chef and hotel professional focused on quality and standards, Food safety & quality has been very important to me. As a Certified Breathing Coach & Registered Yoga Teacher, I am also deeply focused on holistic health for individual and community wellbeing. The year 2018 therefore saw me pivot to a new role with an aim to utilize my experience in the following areas to add value to establishments and individuals,

- Hotel operations

- Food Safety Process, Culture & Compliances,
- Personal Health & Wellbeing

I also volunteer in community litter clean up activities. I am therefore currently associated with two hospitality startups, since their inception, an advisory firm - KUE Management Services and a boutique hospitality group - ROSAKUE Hospitality at the Corporate level. I am also a FSSAI Certified Trainer, Hygiene Rating Auditor, ISO 22000:2018 Lead Auditor (FSMS) and represent a Bangalore based Quality Agency, Food Safety Works in Delhi/NCR as a Senior Consultant.

I would count my drive for continual learning and value addition as an achievement & objective in my professional journey.

### **What are the challenges and strategies to work in hospitality world ?**

The hospitality industry is dependent on various factors such as changing trends, economic/political/technological scenarios, etc. and is also a highly competitive industry. Some of the key challenges therefore are staying relevant, consistent, and focused.

Discipline, patience, and commitment are important aspects of maintaining consistency and focus. In increasingly uncertain times though a core strategy must be to *remain relevant while relevant*. Acquire new skills within your own industry/specialization area and outside it, seek mentors, redirect, and reinvent yourself to weather any storm that may suddenly appear.

**Please tell us about your experiences and learnings in college.**

Over the course of my career, I have revisited my experience in college numerous times. Apart from the introduction to hotels & hospitality, both in theory and practice through my internships, one of the biggest learnings was the importance of starting from the bottom-up, and valuing

A. each person, their role and contribution.

This is a key factor in relationship building and collaborations at every stage in life.

**Your advice and recommendations to the budding hospitality professionals .**

*Hospitality is an emotion.*

As you progress along with your education and career, you will acquire skills & learn tools of the trade and the industry itself will evolve considerably, however always keep this in mind as an important aspect of the business.

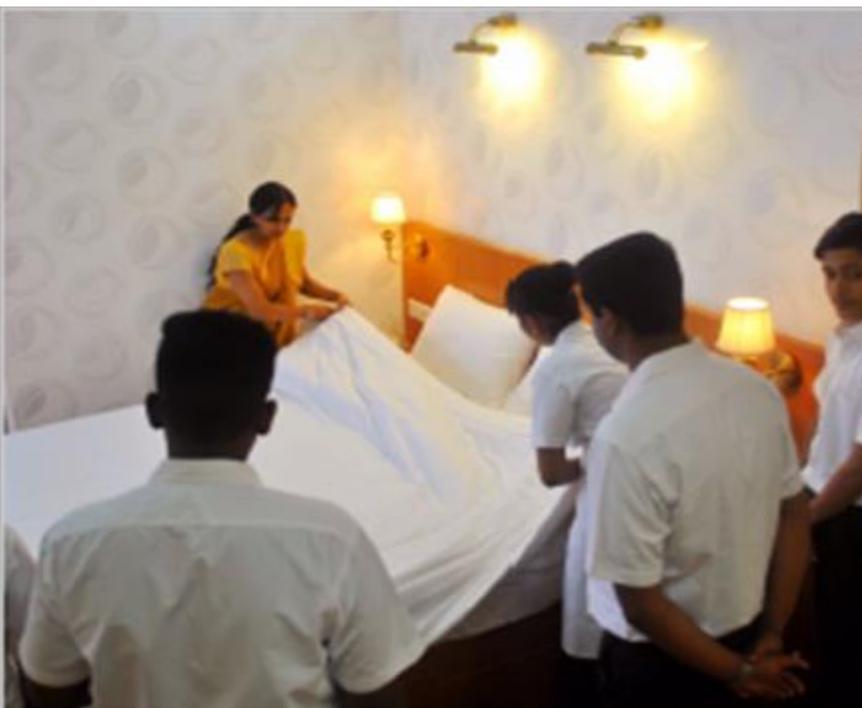
***Be a continuous learner.***

Approach each day on the job as a learner, irrespective of how much experience or qualifications you hold. It is in the most unlikely and unexpected of situations or interactions that you can gain valuable insights and develop strategic thinking. This will also help in your

development as an individual and a leader.

***Observe, reflect and then respond.***

The hospitality industry comprises a large group of business categories within it. It is people-centric, highly competitive and sensitive to external factors, the 'uncontrollable variables'. By following these steps you can develop the ability to face and handle situations as they arise through your respective journeys and manage the only factor you can control your response.



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