

HOSPITIUM

Faculty of Hospitality Management and Catering Technology
Publication on Hospitality and Tourism

Cover Story

Hospitality and Tourism Industry - Best Practices and Way Forward

Carbon Neutral Air-travel

*Convertible Camping
Articles*

*Exploring Vinitourism in Karnataka -
Oppurtunities and Challenges*

*Health Benefits of Jackfruit
seeds - From flour to food*



HOSPITIUM

It 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) MSRUAS, Bangalore



I appreciate the efforts of the editorial board members in diligently publishing the issues of Hospitium. Also glad to see the contributions of the industry experts Mrs. Mamatha Mallipudi and Mr. Ravi Dhankhar to our magazine. This issue has a collection of articles on 'Best practices in the Hotel and Tourism Industry' written by faculty, students, and industry expert.

The students' articles are based on their hospitality research work, which is praiseworthy. I hope you will enjoy reading the magazine, perhaps it will provide you with the best practices and strategies for the way forward in the hospitality industry. Best wishes to the readers, authors, and editorial team!

From the Editor-in-Chief's Desk



Dr. Sweety Jamgade

HoD Management Studies

FHMCT, MSRUAS Editor-in-Chief, Hospitium Magazine

Email: sweety.fo.hc@msruas.ac.in

Dear Readers,

Foremost, I would like to thank you for your support and for patronizing the magazine. Through this Volume 4, Issue 2I would like to convey my best wishes for the year 2023. This issue got delayed due to unavoidable circumstances, finally, we were able to collate articles and publish it

You would have noticed that this issue is related to one major theme of the 'Hospitality and Tourism Industry- Best Practices and Way Forward' so as to provide an open platform for authors to accommodate their articles under one major theme. The industry expert article by Mrs. Mamatha Mallipudi, Editor of Ceia - a digital food and hospitality magazine is a must-read to understand the concept of zero-waste cooking. Industry speaks section of Mr. Ravi Dhankhar is interesting. Students' contributions in the form of group work related to their hospitality research projects are appreciated. Faculty members' and alumni's contributions are praiseworthy. We wish to encourage and engage more authors, readers and editorial members to share their contributions. If you would like to discuss or suggest any feedback please contact me.

Keep reading and widen your horizons!

Stay safe and healthy!

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Hospitality and Tourism Industry - Best Practices and Way Forward

Mamatha Mallipudi, Editor - Ceia magazine

Cover Story

Mamatha Mallipudi

Editor - Ceia Magazine



Our hospitality and tourism industry has always been a pioneer when it comes to path-breaking practices to ensure the happiness of our guests, whether it's bettering their stay or their dining experiences, or for the betterment of our planet in general.

2022 was a year of recovery for the hospitality and tourism industry and 2023 will see a boom, as long as the world stays healthy and pandemic-free. The hygiene and sanitisation practices which were adopted during the COVID-19 phase, brought a much-needed civic sense of basic cleanliness to the forefront of our population and the hospitality industry. As the world returns to normal, these practices should be maintained and we shouldn't under value the importance of washing hands and wearing a mask in public areas.

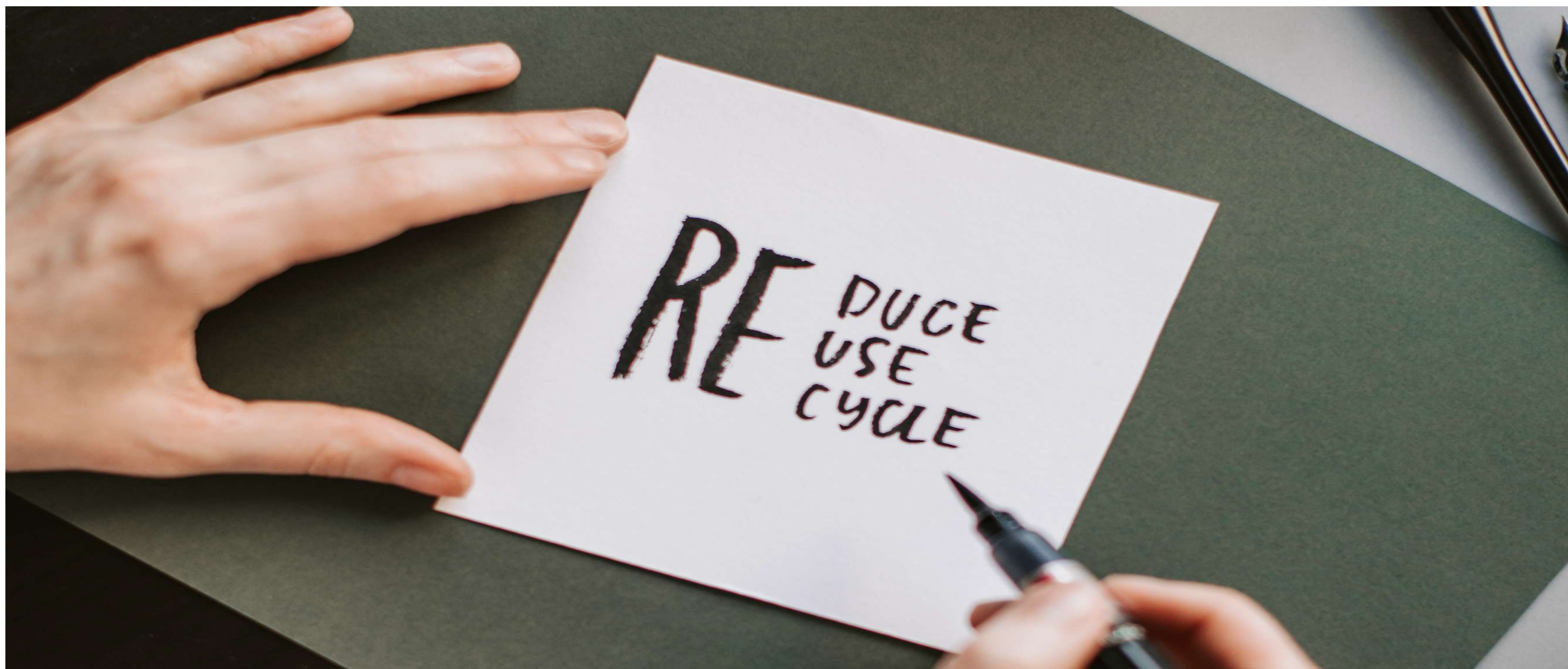
Sustainability has been a practice which has been around for a while now, and will be continued indefinitely. The hospitality and tourism industry owes a social responsibility to the world to follow this beneficial practice in all departments. Many hotels and restaurants have given up single use plastic items such as bottles and straws to contribute in reducing plastic pollution which harms our planet.

The practice of 'responsible luxury' is a trademark of the ITC group of hotels, resulting in the hotel chain winning world-wide awards for their practices of recycling water, treating solid waste, sourcing of local produce, and designing hotels using eco-sensitive architecture.

The Marriott International hotels have prevented 500 million bottles from ending up in landfills annually by replacing single use toiletry containers in rooms with pump topped bottles instead. Many hotel chains are emulating such practices for the sake of improving the eco-system of our planet.

Food wastage is a huge socio-economic problem that is a tough call to deal with in the industry. With the huge wedding banquets and events that take place in our country, it is inevitable that this issue will constantly reoccur. Many hotels and restaurants are now donating leftover food to NGOs who ensure that it goes to the needy.

Zero waste cooking where almost every part of fruits, vegetables and meat are used, is an admirable way of reducing wastage. The five principles of this concept are Refuse, Reduce, Reuse, Recycle, and Rot.



Refuse: signifies not using items which have a negative impact on the environment. This usually pertains to refusal of single use products like straws, cutlery, cups, bags and the like. Instead, say yes to eco-friendly spoons and forks made from bamboo and other bio-degradable products.

Reduce: Decrease the amount of bulk ingredients to avoid food wastage and learn to estimate the actual quantities of produce the restaurant requires in a week.

Reuse: Discover alternatives for equipment such as using steel water bottles instead of plastic, using fabric bags for storing, and purchasing unpackaged food.

Recycle: This section is for all the large-scale stuff which can't be refused or reduced. Try to find recycling plants in your area to ensure that plastic, tins, glass containers, are processed in the correct manner.

Rot: Composting leftovers can be truly satisfying. Instead of tossing food waste, place them in a large box and just keep adding to it. As it decomposes, it can be used as organic fertiliser, therefore reducing a restaurant's carbon foot print.

These are just a few of the hospitality industry's best practices and it is up to them to sustain them in the future as well.

Carbon Neutral Air Travel

Sandhya Anilkumar, Assistant Professor, FHMCT, RUAS



The International Council on Clean Transportation (ICCT) claims that air travel is one of the sources of greenhouse gases that is emitting at the fastest rate, accounting almost 3% of the world's carbon dioxide emissions. The ICCT's senior fuels researcher, Nikita Pavlenko, asserts that "the least-emitting flight is one that doesn't happen at all." Long-distance travelers and anyone employed by the airline industry shouldn't heed this recommendation. But in order to halt climate change, scientists believe that airlines must reduce their emissions.

Kerosene fuels with the names Jet A and Jet A-1 are typically used in commercial aircraft. The majority of them come from petroleum and are mixes of paraffins, naphthalene, aromatics, and olefins. Since hydrogen burns to produce water vapour when it is ignited, several businesses, including Airbus, are looking to hydrogen (H₂) as a fuel. However, research into H₂-burning engines is just beginning, so such aircraft are decades away. Numerous airlines have announced plans to take action to increase their sustainability in the next years. Delta Air Lines just committed \$1 billion to becoming carbon neutral by 2030. Both United Airlines and JetBlue pledged to be by the year 2050. Many other international carriers have made similar claims.

To propel a 300-ton aeroplane carrying people at 500 mph requires a lot of energy (805 kilometres per hour). Consequently, it will be challenging to fly without adding greenhouse gases to the environment. The aviation industry, which has pledged to achieve net zero

emissions by 2050 is to aid in slowing global warming. However, experts believe they would have difficulty achieving that goal given the likelihood that travel demand will increase, leading to an increase in the daily average of roughly 100,000 flights.

However, airlines claim to upbeat. The following are some of the tactics they are considering:

Green Fuel

According to the aviation industry, moving from jet fuel to "sustainable aviation fuel" (SAF) made from recycled cooking oil or plants will hasten the transition to net-zero emissions. Conceivably, SAF could theoretically lower aircraft emissions by 80% depending on how it is manufactured. But SAF is not widely available due to its exorbitant cost. The US and other countries are considering offering subsidies to reduce prices and boost supply.

Offsets

SAF Sustainable Aviation Fuel can only reduce emissions by 80% at most, even if it can completely replace petroleum fuel. The remaining sum might be deducted using carbon offsets, which are financial instruments that enable one emitter to pay someone else to reduce emissions. Credits for offsets are earned through planting trees, supporting renewable energy projects, and taking part in other programmes that reduce emissions. The aviation industry and other industries are already making these investments.

However, due to scientific ambiguity, a lack of transparency, and international quality standards, it is impossible to be guaranteed that people using offsets are lowering the reported emissions.

Negotiators are trying to come up with a solution at the UN climate conference in Glasgow by choosing standards for governmental carbon markets, which would likely serve as the foundation for voluntary ones later on. However, delegates are still doubtful that a solution can be found.

DAC

United Airlines is depending on direct air capture (DAC), a still-in-development method that would take carbon dioxide directly from the atmosphere and store it underground. The American airline is a "small minority" participant in 1PointFive Inc's Texas project, which aspires to become the first industrial direct air capture facility capable of removing 1 million tonnes of CO₂ yearly.

Electric and Hydrogen

Increasing battery capacity to power aircraft and finding whether enough hydrogen fuel can be produced using renewable energy are the other solutions being researched. The technologies are still a long way from being used commercially because batteries are heavy and hydrogen fuel for airplanes hasn't been thoroughly tested.

The usage of jet fuel derived from municipal garbage has the potential to drastically lower greenhouse gas emissions. Municipal solid waste decomposition in landfills frequently results in the production of methane. Over a 100-year timeframe, methane has a climate change impact that is more than 28 times that of CO₂. "By diverting municipal solid waste (MSW) away from the landfill, we are stopping all that methane from being produced.

When compared to fossil fuels, the overall greenhouse gas life-cycle analysis of municipal solid waste fuel shows that it can reduce greenhouse gas emissions by nearly 85%. The difficulty is that the company must remove plastic waste from the trash first; it is a vital step. It is without a doubt that the sustainable

traveler's dream to use waste to power aircraft might be achieved.

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Advancement in Technology Leading to an Enhanced Customer Experience

Sheeba Samuel, Assistant Professor- Front Office, FHMCT, RUAS



Customer satisfaction is the core of success of the hotel industry. Hotels will not be able to disregard this in the competitive market. As per the data collected by United Nations World Tourism Organisation (UNWTO), there is a steep rise in the number of global international tourist arrivals which is a 130% increase in January 2022 when compared to 2021. These statistics clearly show that there were about 18 million travelers who traveled more in the first month of 2022 in comparison to the whole year of 2021.

With the increase in travel, all sectors of the hospitality industry has woken up from their pandemic sleep. The hotels need to provide and perform better services to get their existing guests back and to acquire new customers. Since the world is slowly opening up to tourism, customers are a little wary when it comes to contact with other people with the fear of infections spreading.

This is where the hotel industry has to spring up to bring the contactless transactions that will be quick in its process as well as smooth in its operations. Here are some of the example related to technology advancements:

Every customer wants something unique and sophisticated when they are venturing into getting a new product or service. If the desired product or service does not meet the customer's expectations, they are let down. People always tend to remember bad experiences more often than good ones. Hotels want to create a memorable experience for every guest of theirs to convert the guests to repeat customers. Every memorable experience has a story behind it which is spread widely through social media and is accessible all over the world.

In today's time, hotels believe in the concept of free marketing which is invariably done by a happy customer. Hotels need to keep changing or revamping their products and services to create interest and curiosity in customers. It is similar to a restaurant constantly changing its menu to keep the customers happy. Different customers will have different expectations. If the hotel is a business hotel and is targeting business travelers, they look for convenience and speedy delivery. A resort targeting senior citizens needs to prioritize service and comfort more than the advancement in the product. A hotel catering to families with children needs to focus on child-friendly amenities.

With the competition being so intense in the market, each hotel is bringing in a new product or service to stay ahead in the race. Technology has played a vital role in keeping a hotel ahead in the market and retaining its customers. A few of the technological developments that have been implemented in the hotel operations post COVID are-

1) Contactless Payments- this is one of the most crucial technological trends which customers prefer, that speeds up the transactions. Previously, guests had the option to use only contactless cards. But some became reluctant to use it during and post COVID due to the necessity to use keypads to enter their PIN. With the emergence of mobile wallets and wearables, hotels and guests are moving into the safe zone to complete transactions.

2) Hotel Virtual Reality Tours- 'Before I buy, I experience'- this can be the motto for these virtual tours. Virtual Reality or VR involves creating a live digital experience for the customers. It allows the customer to have a detailed view of the entire property including the rooms. The customer will have a clear idea of the product that they are going to buy. VR provides the ultimate experience enabling the customer to book for accommodation.

3) Mobile Check-in- Self-check-in concept brought about a revolution in the hotel industry. It provided the guest with the ease to check-in to the hotel by themselves without the help of a hotel employee. Business travelers who did not want to spend too much time waiting at the front desk to check-in felt this option was useful. It saved their time and provided them with what they wanted, basically a key card for the room. As per eHotelier, 85% of international tourists use their mobile device while traveling. The hotel industry took a step forward to provide their guests to use mobile technology. This allows the guests to check-in with the help of a mobile app.

The app provides the details to the guests when the room is ready, it also allows the guest to check in directly into the hotel without coming in contact with a hotel employee. It also allows the guest to open the hotel room without the help of a key card. This trend not only improves convenience but also enhances the customer experience by reducing the waiting time. The hotels can also move away from their standard check-in time because the guest can check-in without any human interaction.

4) Chatbots- Many hotels are opting for chatbots to keep in continuous touch with its prospective customers and to lure them into purchasing the hotel's products. They have become important in a hotel's marketing strategy. Through this, the hotel is able to provide swift answers to their customers' inquiries at all times of the day. The customers are satisfied with the hotel's prompt response convincing them to book the product in the hotel.

5) Smart Hotels- Smart TVs and smartphones have changed the entire perspective of the world. Smart technology has seeped into the hotels to provide guests with an enhanced experience. The use of the Internet of Things (IoT) in terms of smart rooms provide guest with smart locks and key-less entry into rooms. It also enables the guests with customized environmental settings in their respective rooms with smart temperature and energy control. The guests can also control the lighting and furnishings of the room.

To conclude the hotel industry needs to be on its toes when it comes to satisfying and retaining its existing customers as well as tapping the new market with its exclusive products and services. The pandemic has brought in a new concept of contactless transactions. Similarly, with AI trying to dominate the market in the near future, hotels should also think about various methods to keep enhancing their products and services to stay ahead in the market.

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Convertible Camping Products

Aryan Thakur, Harshwardhan Singh, Navaneeth M P, Paul Anto Sony-
Students, 8th sem (2019 Batch)



As we know that camping is the main form of tourism that both locals and travelers have adopted, car camping is currently the most well-liked trend globally. Traveling to uncharted locations is exciting, and car camping is a popular outdoor activity that offers fleeting opportunities to unwind, relax, and spend time with loved ones. Accessing and exploring a region by car offers a distinctive experience, and car camping is one of the most recent innovations to gain favor in India. Many campers choose to stay domestically and drive lesser distances with their cars rather than travelling out of state or even internationally and staying in hotels.

Camping has developed past its roots as a low-cost, brief stay in the country and into a highly fragmented niche tourism industry. When an individual car camp, they pack up their entire trip's worth of gear in vehicle, drive to campsite, and erect tent in a predetermined spot. The convenience of tent location is one of the best things about car camping, and it also allows travelers to carry multiple household things on wheels.

According to Caldicott W.R., Scherrer P., Harris A. (2022), Recreational Vehicle (RV) technologies are evolving and becoming a new trend of purchase among the tourists for car camping.

The study focused on Car Camping phenomenon by looking into its panopticon gaze theory, recreation specialisation and network socialy. However, the camping production and consumption of RV are changing rapidly in the modern society.

According to Alzboun. N (2019), the paper focused on possible opportunities that can involve the promotion of car camping, so as to increase in the domestic tourism which impacts the economy, services and socio cultures. Traditional types of tourism focus on historical places to travel which lead the cultural side to offer to tourists by the local. However, in car camping there is no difference in response of general population in terms of traveling to places.

According to Rogerson M.C, Rogerson M.J (2021), this study focus on development of car camping. The role of private sectors and entrepreneurs for a local development which impact on tourism innovation and destination planning management. But the problem faced was camping and caravan parks are mostly neglected form in tourism and hospitality industries, while results discusses the conceptional problem faced widely in international and local destination.

According to wang B, Yang Z, Han F, Shi hui, study shows the value and satisfaction of a destination loyalty through car, more than 80% of tourist travels through car for their satisfaction and loyalty tourism is a form of new theoretical framework of relationship among the destination in the world.

According to Fajuth T.M, in a study shows the information between automobile technology and also a combination of tourism establishes car travellers destination and the nature which can be accessible through car, took over the powerful liaison for German motorists who discovered Norway road through car travel.

With the relevance of the above studies, it is acceptable that car camping is a trend and convertible camping products like kitchenette, cot, folding toilet, entertainment accessories will be the demand in the market. There is need to innovate convertible camping products, hence we took this research topic to study and demonstrate a product for the car camping users.

Exploring Vinitourism in Karnataka: Opportunities and Challenges

Imon Sengupta, Nirvaan Srikanth, Poorav Prakash, Shravan Hemchandra, V S Vamshi- Students, 8th sem (2019 Batch)



Wine Tourism or Vinitourism is one of the best methods to introduce a visitor to a unique experience and to understand better the local way of life. These days, wine tourism is acknowledged as a crucial component of global destination marketing.

Vinitourism can be defined as visitation to vineyards, wineries, wine festivals, and wine exhibitions along with engaging experiences like grape wine tasting, grape stomping, experiencing the various features of a grape wine region etc.

The expansion of the wine industry, notably in India, over the past ten years has increased the number of wineries, improved extended visitor stays, and increased tourist purchasing power. For South Indian cities like Bangalore, Chennai, and Hyderabad, wine tourism has emerged over the past five years as a major market driver. As a result, new wine industries, wine festivals, wine bars, and other wine-related activities are mushrooming.

There are various concessions by the Karnataka government to support the industry, as the aim is to increase grape planting, encourage new wineries, and declare the wine-production sector as a food processing industry. Additionally, the process for granting licences has been loosened, and the number of winery owners in these cities has significantly increased.

Although wine consumption is on the rise in India, vinitourism still needs to develop quite a bit.

Given that India is the highest per capita whiskey drinker in the world, significant education and awareness-raising initiatives are required to encourage and promote wine consumption.

The motivating factor for travelers in wine tourism is that it offers a variety of advantages while they are visiting wineries

1. Tourists appreciate the rural beauty and natural environment
2. This also includes going to wine festivals, unwinding, and exploring various vineyards.
3. Wine tourism has the ability to create jobs through a variety of channels, including tour operators, extra local attractions like horseback riding, gift stores, and local food, etc. that allow residents to participate in growth of the nation's economy.
4. Awareness among the general population regarding wines of Karnataka.
5. Wine tourism contributes to developing a unique positive destination image

Karnataka state is the second largest producer of wine in India and currently almost 1000 hectares of agricultural land is under wine grapes. Around

17 wineries are operational in four primary wine grape growing regions of the Karnataka state identified by the Karnataka Wine Board: Nandi Valley, Cauvery Valley, Krishna Valley and Hampi Hills.

Nandi hills of Karnataka is the home of Grover Zampa Vineyards which is India's oldest operational and second largest winery after Sula Vineyards. Although the growth of Karnataka wine industry was unhurried as compared to the contemporary wine region of Maharashtra in the first decade of the 21st century. However, Karnataka wine regions particularly, the Nandi hills are exceedingly becoming popular lately for quality wine grape growing. Boutique wineries like 'SDU Winery' in Nandi hills and KRSMA Wines from Hampi hills have won numerous national and international awards lately.

The state of Karnataka has immense potential for growth in terms of vinitourism, but there is limited consumer interest and there are no well-established wine routes to the vineyards in Karnataka. Other significant factors contributing to the lack of tourism in Karnataka's vineyards include lack of visitor accommodations at the vineyards, proper development of infrastructure in and around the vineyard area, customised tours and immersive experiences and the absence of attractions to draw tourists from distant locations.

Through our research, we are aiming collaboration of a vineyard with different hospitality colleges to create awareness among potential customers that will also lead to the increase in the overall footfall in the vineyards of Karnataka.

Health Benefits of Jackfruit Seeds: From Flour to Food

Mohnish TH, Sathvik Ravi - Students, 8th sem (2019 Batch)



Jackfruit is a popular summer fruit enjoyed for its delicious flesh and sweet aroma. However, the tough nut-like seeds are often discarded without realizing their full potential. Jackfruit seeds can be boiled, roasted, or ground into flour, which has become a popular ingredient in many delicious desserts and Indian dishes.

In addition to their culinary uses, jackfruit seeds are also a rich source of thiamine and riboflavin, B2 vitamins that play an important role in energy production and other essential body functions. They also contain fiber and resistant starch, which are beneficial for digestive health and can help lower blood sugar levels and improve insulin sensitivity. Studies have shown that the fiber and resistant starch in jackfruit seeds can help reduce the risk of digestive issues such as constipation and diarrhea, as well as promote the growth of beneficial gut bacteria. The seeds have also been found to have anti-inflammatory properties and may help improve immune function.

Jackfruit seed flour is a popular binding agent used in the food industry for a variety of preparations, from baked goods to sauces and dressings. It is a gluten-free alternative to wheat flour and adds a unique nutty flavor and texture to dishes.

Aside from their nutritional benefits, using jackfruit seeds in cooking and baking also promotes sustainability and reduces food waste. By utilizing the seeds, which are often discarded, we can reduce our impact on the environment and support a more sustainable food system.

In conclusion, the humble jackfruit seed is a versatile and nutritious ingredient that should not be overlooked. From its culinary uses to its health benefits and sustainability advantages, there are plenty of reasons to incorporate jackfruit seeds into your diet and cooking repertoire.

Revolutionising the Procurement and Delivery of Alcohol: Challenges and Solutions

Devaiah K B, R Hariharan, Varun S- Students, 8th sem (2019 Batch)



The current scenario of procuring alcohol/liquor comes with a lot of hurdles. It comes with a lot of friction such as traveling to the shop (which is a huge problem in a city like Bengaluru), hunting around for the item you want (some shops might not even have the item you want) and even carrying it back safely is a task on its own.

An online shopping experience offers the convenience of access, search, evaluation, transaction, and possession/post-purchase convenience. The ways in which different merchants adopt policies to stop underage alcohol purchases range significantly. Many businesses delay the essential age verification steps until the very end. Age verification is a huge problem too that is faced in both offline and online channels. Some of the local brands and craft items often go unnoticed despite being made locally and organically (millet-based beers are healthy but customer awareness is low due to poor marketing). Product promotion has a positive significant influence on product awareness and sales numbers but a platform to do such promotions on a large scale doesn't exist at the moment for alcoholic beverages.

People don't have the freedom or the resource and time to go through the entire catalog of items available in a shop whereas one can do that easily for a restaurant in an app like Zomato and Swiggy.

Sometimes the consumer might want to create/order cocktails for their house parties/ dinners/ special occasions and enjoy them in the privacy of their house, however there is no service to make it happen and a consumer might not want to purchase the individual items required to create such cocktails at their home. So much friction leads to them never having the opportunity to try cocktail creations. The tendency to approach a goal increases with proximity to the goal but no services in the alcohol beverage industry are working towards reducing the friction that customers face to reach this outcome.

Consequently, during a friendly gathering when one is short of liquor for their guests, or people still need more cocktails/liquor to accommodate the needs of everyone (sometimes people drive intoxicated just to procure more liquor). One in five participants (i.e.22%) in a recent study in UK, who used an on-demand delivery service said they ordered because their blood alcohol level was too high to drive. Thus indicating the need of online delivery options for alcoholic beverages. Such solutions don't exist in India, hence there need to be a solution of online alcohol delivery that addresses this gap in India.

The Future of Food Delivery Packaging: Sustainable Solutions for a Booming Industry

Pritha Pramod, Shreya Sunil, Thrupthi Satish, Vishal Gowda-
Students, 8th sem (2019 Batch)



Since 2017, the worldwide economy for food delivery has expanded to more than \$150 billion. After a good historical increase of 8%, the US food delivery market has nearly doubled during the COVID-19 outbreak.

Ready-to-eat meal deliveries have grown to a sizeable sector as a result of the development of appealing, user-friendly apps, technologically advanced driving networks, and shifting consumer expectations. Early during the epidemic, lockdowns and physical distance limits had a significant positive effect on the food industry, with delivery acting as a lifeline for the struggling restaurant industry. It will probably stay a dependable part of the dining scene for a long time to come.

The food delivery ecosystem's economic structure is still evolving as a result of its expansion. The sector's future success will be determined by a variety of variables, including branding, real estate, operational effectiveness, breadth of services, and changing consumer behaviour. When switching the marketing format of a product or launching a food business, the focus is on allergen labelling, logistics, and marketing, but it's also crucial to make sure the packaging is food safe.

Simply put, packaging guarantees that the benefits of food processing continue after the procedure is complete, enabling foods to be transported safely over long distances from their point of production while still being beneficial at the time they are consumed. Packaging technology must, however, strike a balance with other factors in order to protect food, including rising material prices, growing environmental and social consciousness, and stringent rules for the disposal of pollutants and municipal solid waste.

Due to COVID-19's requirement the enterprises alter their standard operating procedures, the manufacturing, retail, and hospitality industries now have access to a plethora of extremely inventive product ideas. Some research study used product development to suggest a set of indicators that would assist packaging producers and designers in developing sustainable solutions in the coming years. These indicators would be combined with innovative and circular economy criteria. Food packaging goods are made in the market using components like paper, plastic, and foil by the packaging industry.

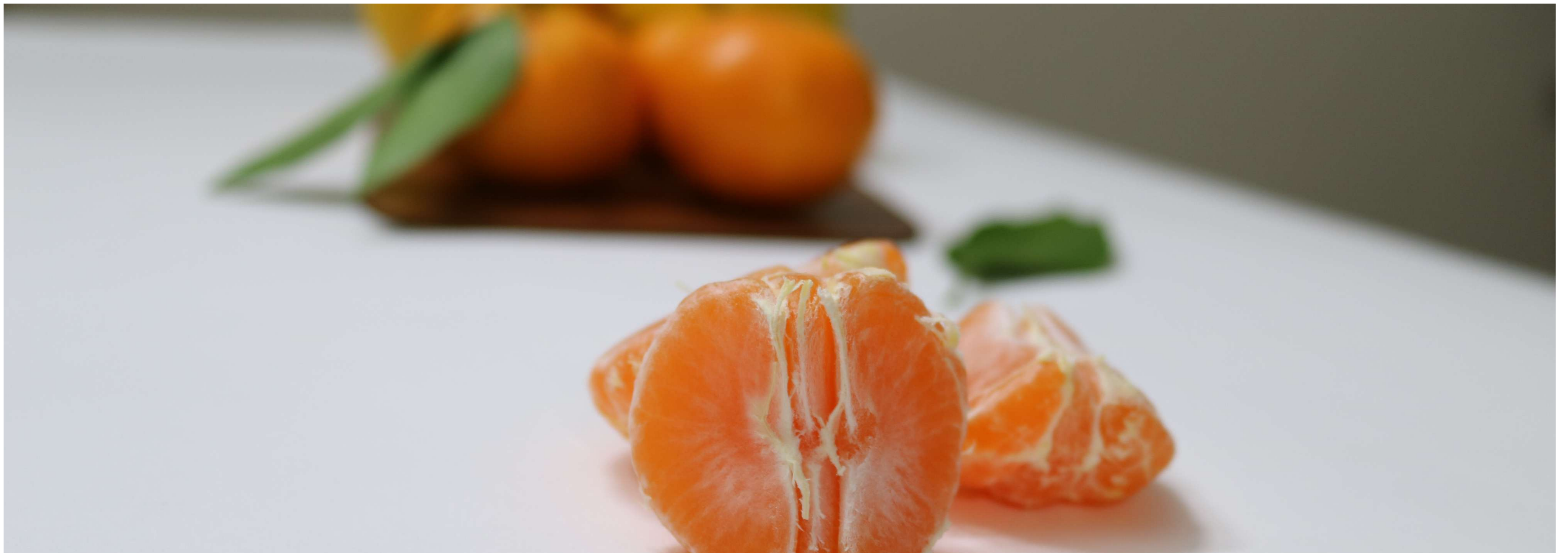
Single-use plastic is widely used in the global and traditional packaging sector despite the availability of responsible packaging materials such as bagasse, cellulose fibre, biodegradable packaging, recycled packaging, etc. Despite the recent arrival of environmentally friendly food packaging choices, the marketplace for international distribution still lacks single-use, reasonably priced, heat-retaining food packaging.

After examining the above mentioned gaps, the question of whether salt slurries may be integrated with sustainable raw materials to produce a product that exhibits the characteristics of retaining temperature, while also being a 100 percent recyclable food delivery package arises and indicate the need of sustainable solution for food packaging material.

Coorg Orange Liqueur: An Indigenous Delight for the Indian Alcohol Market

Aman Ganapathy, Anand Chendkapure, Ganapathy C V

Students, 8th sem (2019 Batch)



Coorg orange, is a unique variety of orange grown in the Coorg district of Karnataka, India. It is known for its high citric acid content, this makes it challenging to produce wine or other spirits using the fruit. However, a new product idea of Coorg orange liqueur and its acceptability in the market can be examined.

Fruit liqueurs, in general, can be improved using a variety of techniques, such as infusion and co-distillation. Infusion involves steeping the fruit in alcohol for a period of time, allowing the flavors and aromas to be absorbed. Co-distillation involves distilling the fruit with the alcohol, which results in a more concentrated and complex flavor.

Orange liqueur is an indigenous product that is cost-effective, promotes local fruit and farming, and has a distinct taste and flavor compared to other commercialized liqueurs. To produce Coorg orange liqueur, the fruit is first washed and peeled. The peels are then used to extract the essential oils and flavors, which are blended with alcohol, sugar, and water to create a syrup. This syrup can be used to make a variety of drinks, including cocktails and mocktails.

Coorg orange liqueur can be enjoyed straight or over ice, but it can also be included in a variety of cocktails. Some popular Coorg orange liqueur cocktails include the Coorg Orange Margarita, Coorg Orange Martini, and Coorg Orange Sangria.

Aside from being a delicious and unique drink, Coorg orange liqueur also supports the local farming industry in Coorg. By using locally grown fruits and producing the liqueur locally, the industry is able to promote sustainable farming practices and provide economic opportunities to the local community.

In conclusion, Coorg orange liqueur is a unique and exciting addition to the Indian alcohol market. With its distinct flavor and promotion of local farming, it is a product that should be celebrated and enjoyed.

Why Soft Skills Matter in Healthcare: Improving Patient Experience and Workforce Development

Priyanka S N, Rakshitha N S, Vinay M J, Nanjesh Gowda C
Students, 8th sem (2019 Batch)



The soft skills of the front-line workers are critically important to any industry. In order to maintain long-term patient care, a hospital as an organization must recognize how crucial factors like appearance, cleanliness, communication, and patient satisfaction are for them. Patients who feel secure upon discharge and are active participants in the process are more likely to attend follow-up visits as a loyal customer of the the hospitals.

In order to foster a productive workplace, employees should endeavour to build good interpersonal relationships with those they interact with. Collaboration or teamwork, communication skills, initiative, leadership ability, coaching or developing people, personal effectiveness or personal mastery, planning and organizing, and presenting abilities are examples of soft skills in leadership (Crosbie, 2005.) According to the results of this study, employee behavior can be changed through soft skills training, and this has an impact on how well employees perform at work. The study's objective was to determine whether soft skill training provided to hospital employees can affect employee behavior and aspects of employee work performance.

It is advised that people should get soft skill training at very young age. Successful communication improves our capacity to comprehend with other people and our environment. This is because successful communication requires extensive preparation and evaluation as a part of training's impacts (Mira, P., Patharia, I., & Pandey, 2018). It aids in bridging gaps, cultivating trust and respect among parties, and establishing key advantages for exchanging novel concepts and resolving problems.

Hence, due to the known fact of soft skills training impact, the Ramaiah Hospital employees will be undergoing a new approach of managing soft skills in order to guarantee that the workplace is productive and entertaining for patients/ consumers. A kind, gentle, and more polite approach to deal with consumers will also be taught to them. We were able to compile information on soft skill training in the healthcare industry, notably in the management of frontline workers, by analysing the input from the preceding six months. It was found that the soft skill training product was appropriate for the use in hospitals through surveys, gap assessments, demonstrations, and research.

We anticipate that this study will contribute to the development of the crucial but underdeveloped evidence foundation for the vital but unappreciated role of soft skills and how this could be aided in the context of workforce development. This study examines soft skills training and how it might be applied in a variety of contexts, rather than the conventional leadership studies (Whetten & Cameron, 2014).

The study's findings will be beneficial for future management and leadership education for the healthcare workforce.

The Importance of Local Community Involvement in Sustainable Tourism Development

Chandradhar Karthik, Chinmay H, Divya M, Darshan Gowda
Students, 8th sem (2019 Batch)



Successful tourism development helps in involving steady relationship among the tourists' places, organization, residents and business. It help in tourism to facilitate local community involvement in sustainable tourism development. Localities of regional communities are considered to be component of the "tourism acquaintance". Henceforth, being - aware of resident's attitude toward tourism development, government/ leaders should design beneficial strategies for community development. Tourism is the most important weapon that help in a better place for people to live.

In the tourism development, the support of local communities is the main success for realizing the sustainability of both villages and cities. According to Sharma, A. (2015), rural tourism lead in developed nations share most pros and cons characteristics with community-based tourism initiatives in developing nations. Community based tourism focus on giving alternative solution to the problem faced by the rural people and also to help in improving the social innovations at local and regional communities.

According to Kala, D., Bagri, S.C. (2018), tourism development also led to the development of social knowledge and emphasis to the community member of the society. The development of tourism are the main things for

community-based and pro-poor tourism products which investigate particular matter like entrepreneurship, inequality gap. The current study of rural entrepreneurship and rural products shows that many North- Eastern states of India make their most of their revenue from advertising tourists places and gain double the revenue from tourist arrival, which both has positive and negative impacts. According to Dangmei (2016), tourist development can be beneficial for the local communities as it can be a useful for entrepreneurship and it can be promotional for empowerment of residents.

Discovering the Nutritional Benefits and Versatility of Coconut Flour

Jonathan I A, Manoj S, Prateek Shetty, Shreyas M

Students, 8th sem (2019 Batch)



One of the many foods manufactured from the fruit of the *Cocos nucifera* palm tree is coconut flour. Coconut flour is a naturally occurring byproduct of the manufacturing of coconut milk and is made from dried, powdered coconut meat. Coconut flour is a white or off-white flour that is frequently used in baking, similar to wheat flour (Dan Brennan, 2020). India is the third-largest producer of coconuts in the world. Coconut flour has a lot of fibre, vitamins, and minerals, increases nutritional, vitamin, and mineral absorption and digestion. The most significant and adaptable crop, coconut offers all the necessities for human life.

For many generations, populations all over the world have been fed and sustained by the nutritious meat, juice, milk, and oil that the coconut offers. Fiber, vitamins, and minerals are abundant in coconut. It is regarded as a "functional food" because it offers numerous health advantages in addition to its nutritional value. Coconut is inherently low in digestible carbohydrates, gluten-free, and more affordable than the majority of other nuts.

Coconut meat is used to make milled coconut meal, which is what coconut flour is. The coconut milk is removed from the meat after the coconut has been dried at a low temperature and ground into flour that can be used in baking. It has a lot of protein and dietary insoluble fiber. This flour is produced at a very low cost. It can be used in a variety of bakery items, including breads and cookies, due to its excellent nutritional value and natural gluten-free status. A naturally occurring byproduct of the production of coconut milk,

coconut flour is created from dried, powdered coconut meat. Similar to wheat flour, coconut flour is a common baking ingredient that is white or off-white in its color. Since coconut flour doesn't contain gluten, it can be used in place of ordinary flour in gluten-free diets. Because of its rich texture and inherent sweetness, coconut flour is a fantastic baking ingredient, it has a lower glycemic index (GI) than other flours. For individuals who adhere to any grain-restrictive diet, including the Paleo diet, it is a well-liked flour to use in baking.

Lauric acid, a saturated fat known to assist the immune system and perhaps even the thyroid, is another important component of coconut flour. Lauric acid encourages healthy skin just like the majority of beneficial fats. Compared to conventional flours made from grains, coconut flour has a higher nutritional density. It is also naturally gluten-free, so you can eat it if you want or wish to follow a gluten-free diet. In comparison to other flours, coconut flour has comparatively low levels of carbohydrates and is moderately high in protein, fiber, and fat.

Trends and Growth in Hospitality Sector

Karan G. Manoj- Student, 4th sem (2021 Batch)



The hospitality sector is a vast industry which contributes directly and indirectly to society in various economic and trend-setting norms. This industry is for people who can adapt to constant changes with is an integration of technology and innovations.

This sector is directly dependent on the travel and tourism industry, the greater the number of travelers the more sales hence the higher economy. As food and beverage take the supreme role in this sector, there are many trends like customised menu to cater to various customers' needs, the style of presentation, the standards of service, guest expectations go to another level, at present the health & hygiene is the top most trend.

In-house restaurants in hotels have unique difficulties because they are a unique category of commercial catering operations. Many hotel eateries struggle to balance serving tourists and luring the residents. With the ability to handle many areas of the visitor cycle and experience, apps are becoming increasingly significant in how hoteliers manage the services they offer to their clients. Certain hotels use apple products in the room such as iPad which can have access to a door lock system, lightening of the room, television control, ordering of food, air conditioning and door camera.

The hospitality sector impacts the lives of everyone on the planet. It can conquer the world's wealth and lose it at the same time due to uncertainty. This industry is an attraction for a common person to experience it differently at every single time. The International Labor Office estimates that women make up 55% of the labour in hotels worldwide, hence there is no gender discrimination and inequality in the functions.

This industry is a service-based product that includes a wide range of economic activities, such as lodging, dining, cruises, theme parks, and other tourism-related activities. Hence being a vast sector, there are more operations, more job opportunities, more personalization, and growth and development of trends.

A sector that is evolving every day!

Industry Speaks

Mr. Ravi Dhankhar

General Manager at Pride Hotel, Chennai

Interview excerpts reported by Mr. Soumalya Barua (BHM, Batch 2019)



Mr. Ravi Dhankhar is the General Manager of Pride Hotel located in Chennai. He is a Management Graduate from Bangalore University and has over 15+ years of hands-on experience in Hotel Operations, Client Relationship Management, Industry Engagement, Corporate Liaising, Sales, and Marketing. Throughout his career, he has successfully led large teams to achieve their goals and align services with financial targets. He possesses excellent entrepreneurial skills, a charming personality, and is full of enthusiasm.

He started his career in 2005 with Leela Palace Bangalore as a Jr Executive, and then worked as a Duty Manager with Taj. After that, he moved to Sarovar Hotels in Sales. He also witnessed the pre-opening of the first Red Fox Hotel in the country at Jaipur and was the pre-opening Head of Sales at Lemon Tree, Jaipur, with a successful stint of 6 years. Ravi has been associated with Pride Hotels for 7 years now, and he continues to excel in his role as General Manager.

Best practices in hotel industry:

Best practices vary from hotel to hotel and location to location. Some hotels majorly cater to business travelers and leisure travelers, while others are specifically designed to cater Meetings, Incentives, Conferences and Exhibitions (MICE) and weddings, such as the hotels in Jaipur and Goa. There is also a segment of pilgrimage travelers and experiential travelers. Additionally, there are trend travelers, such as those interested in cultural tourism, sports tourism, nature watch tourism, eco-tourism, and adventure tourism.

Post-COVID, tourists' behaviour has changed significantly. They are more concerned about safety, hygiene, and cleanliness when traveling. They prefer excellent standard accommodation, contactless payments, and booking flexibility due to constantly

evolving global health situations. Post-COVID is a busy season and things are pretty good for the hotel industry. From an occupancy and average rate perspective, the hotel business is straightforward. Hotel business is seasonal, and the year is divided into two halves (H1 and H2). The hotel industry makes more profit in H2, where expenses remain the same, and revenue is hiked by 14% to 16%.

During the second fiscal year of 2022, the industry started a robust rate increase of 20% to 22% compared to pre-COVID times, while the entire industry is looking at a 16% to 18% rate increase. Corporate travelers have ramped up, robust rate increase, and lots of meetings and incentives are witnessed all across the industry. The hotel industry is expected to boom for the coming 4 to 5 years, and it is considered the Golden Era for the industry.

The biggest trend in hospitality is sustainability. Pride Hotel Chennai is more focused on hygiene and cleanliness. Also focused on social media influencers and travel aggregators. Nowadays, all hotels try their best to showcase their hotels while calling bloggers and reaching out to the maximum concrete customers. Due to its location, Pride Hotel Chennai is focused on medical and sports tourism as well, as it is surrounded by ample numbers of hospitals and sports stadiums. Tamil Nadu has the largest tourism industry in India, with a percentage share of 21.31%, according to the 2020 Ministry of Tourism report.

Exceeding guest expectations is undoubtedly a critical aspect of our business. The key focus for hotel managers should be their guests, and they should always strive to fulfil the guests' needs and keenly review their feedback, regardless of their positive or negative nature. We truly believe that staff who make real-life connections with their hotel guests create the best possible guest experiences.

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In the hotel industry, customer relationship management plays a critical role in retaining loyal guests and improving services based on their feedback, making the hotel more reliable to its guests. The hotel also welcomes and encourages complaints, so that they can address issues promptly and appropriately, and retain their loyal guests.

Alumni Speaks

Chef Gurudath

Chef Partner at The Pizza Bakery,
An alumnus of FHMCT, Ramaiah University of Applied
Sciences

Interview excerpts reported by Ms. Imon Sengupta (BHM, Batch 2019)



Chef Gurudath popularly known as Chef GD, is quite well known in Bangalore. He is currently the Chef Partner at The Pizza Bakery, a gourmet Pizza chain in Bangalore, Colombo and Srilanka. He is a member of an esteemed organization called Chaine des Rotisseurs which is one of the oldest and largest Food & Wine societies in the world. He is also on the Board of Studies of the Faculty of Hospitality Management and Catering Technology at Ramaiah University.

Please tell us about your professional journey and experiences.

He is a 2006 graduate of BHM, M.S. Ramaiah College of Hotel Management, and 2008 graduate of the Le Cordon Bleu Culinary Arts Institute - Australia, is a Cordon Bleu certified chef. He started his career in 2007 while still as a student, working in some of the top kitchens in Australia, including Prime Steakhouse, The Hayman Island Resort, Four Points Sheraton, and Jordons Seafood Restaurant, among many others. At that time, he began to develop a love for French cuisine that has lasted his career. He experimented to incorporate French, Modern Australian, Spanish, Mexican, and Neo-European influences into the menu during his tenure at Olive Beach, Bangalore, as a Sous chef.

He started working with Pizza Bakery in 2019 at the Indiranagar flagship outlet. As of now, there are 10 Pizza Bakery and Paris Panini outlets, and 1 Pizza Bakery in Colombo, Sri Lanka.

Please tell us about your college memories

Chef Gurudath graduated from M.S. Ramaiah College of Hotel Management in the year 2006. He recalls that it was a special experience because learning and amusement were intertwined. At college, he discovered his love of cooking and took part in a number of intercollegiate competitions. Chef emphasized on the encouragement he received from his professors, as a student and highlights how the hotel management curriculum has evolved over time. He recalls fond memories with professors like Ms. Nagarekha Palli and Ms. Neena Joshi.

Your advice and recommendations to the budding hospitality professionals

He says that being a chef is a difficult job that demands perseverance and constant hard work. Working for long hours and during holiday time are must for the job. In today's competitive world, he claims it is crucial to maintain one's passion and develop new capabilities. This is fundamental, no matter what career path a student chooses. He also advises young minds to maintain their optimism and most importantly, to never forget to have fun while working.

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• M S Ramaiah group of Educational Institutions established in 1962 is a pioneer in the field of technical and professional education in India with 24 institutions of higher education under its umbrella.

• The College of Hotel Management was established in 1993 and is currently in its 26th year of operation as Faculty of Hospitality Management and Catering Technology (FHMCT) under Ramaiah University of Applied Sciences (MSRUAS)

Alumni

Our Alumni are currently placed in many senior positions around the world



Chef Aman Tandon
Executive Chef at Crowne Plaza, Ahmedabad City Centre, India



Siddhant Chalke
Head Concierge at The Four Seasons, Bengaluru India



Hazel Carolyn Xavier
Batch 2014-18
Concierge, Oberoi Bangalore



Mayur Sinha
Vice President at Goldman Sachs, Bangalore India



Subhash N H
Nordic Jr Brand Manager - Unilever / Impact Entrepreneur



Madhusudhan Kashyap
Assistant General Manager, Quince Restaurant San Francisco



Vishvesh Ramesh
Food and Beverage Sales manager at The Ritz-Carlton, Bangalore



Peeyush Bhushan
Assistant Director Of Food And Beverage at The Taj Mahal Hotel, New Delhi



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University of Applied Sciences, Bengaluru, Karnataka, India - 560054
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