

# Hospitium

Research and Innovation- Volume 6, Issue 2

A Publication on Hospitality and Tourism by the  
Faculty of Hospitality Management and Catering Technology

COVER STORY

Benefits of Miracle Leaf: Patharchatta Plant



**RAMAIAH**  
**UNIVERSITY**  
OF APPLIED SCIENCES

FACULTY OF HOSPITALITY  
MANAGEMENT & CATERING  
TECHNOLOGY





# HOSPITIUM

“The ancient Greco-Roman concept of hospitality,  
A divine right of the guest and a divine duty of the host.”

**Volume 6, Issue 2, December 2024**

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# Foreword



**PROFESSOR ABBY MATHEW**

Advisor,

Dean of Faculty of Hospitality Management and Catering  
Technology (FHMCT) MSRUAS, Bengaluru

New Year 2025 wishes to the readers, authors, and editorial team!

It's contentment to see the diligent work of editorial board members in publishing the issues of Hospitium Magazines for over 6 years consistently, with perseverance. The present issue is the assemblage of the selected research articles of Bachelor of Hotel Management, Batch 2021-2025 students of FHMCT. Students' articles are based on their hospitality research project, which is the coursework in its preliminary stages. They are yet to start with the data collection activities, which they complete in their final semester. The articles written by the students are a must-read, to understand the multiple facets of innovations and research in the hospitality and tourism industry. The industry and alumni articles are engrossing.

# From the Editor-in-Chief's desk



## DR. SWEETY JAMGADE

Editor-in-Chief, HoD-Management Studies,  
Associate Professor, FHMCT, MSRUAS, Bengaluru

Dear Readers,

New Year 2025 Greetings to you!

I am pleased to release this Volume 6, Issue 2 which is a compilation of several research articles written by the Bachelor of Hotel Management, final year students (Batch 2021-2025) of FHMCT. The articles are the selected ones having an innovative essence of Hospitality and Tourism Product Development. The goal of this magazine is to provide a unique platform for the hospitality and tourism students to enhance their academic writing skills. The articles comprise innovative ideas related to food and beverage development, technology, and promotion of the hotel and tourism industries.

The encouraging advice to enhance life skills, soft skills and customer service by industry expert- Mr. Arunava Kundu, is an interesting read. The contribution of Mr. Sparsh Maheshwari and Mr. Deepak Virmani to the alumni speaks section is appreciated. Creative designs by Mr. Soumalya and Ms. Mookambikai and efforts to bring this issue is admirable. I would like to thank all the authors and readers for your continuous support. Looking forward to hearing from you, for any suggestions and feedback.

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



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# Benefits of Miracle Leaf: Patharchatta Plant

-SA Prem Sagar, Sai Reddy,  
Suhan Aravind, Varun D

## Introduction

The Miracle Leaf, Cathedral Bells, Air Plant, Goethe Plant, Patharchatta, and Love Bush (Rodriquez. A. P., 2023, et al.) are the names of the medicinal plant the “*Kalanchoe Pinnata*.” In Indian Ayurveda, the plant is known as “Parnabeeja”. It is a traditional medicinal plant, and is classified as Rakta Shodhka, or blood purifier (Bani, S., Mallya, V, S.,2021).

For many thousands of years, medicinal plants have been an essential element in preserving human health and used for healing, forming an integral part of traditional systems of medicine worldwide. These bioactive plants are utilized for the prevention, treatment, and healing of different health conditions and diseases.



*Kalanchoe Pinnata* is an ornamental garden plant that originated in Madagascar and is also, widely grown in the Indian sub-region and it belongs to the family Crassulaceae.



It is around 1-2m long with smooth, glossy, fleshy brown margins, and bitter taste. The study so far has mostly been done is in-vitro and in-vivo. Plant bears medicinal properties beyond its nutritional values such as anticancer, antimicrobial (Christiana, K. A., et al.,2019), antinociceptive, anti-inflammatory (Ojewole, J. A., 2005), antileishmanial, immunomodulatory (Ibrahim, T., et al., 2002), hepatoprotective (Pers, N. P., 2003), antioxidative (Phatak, R. S., & Hendre, A. S., 2014), antiurolithiatic (Phatak, R. S., & Hendre, A. S., 2015), antidiabetic (George, L. O., et al., 2018), antihypertensive (Bopda, O. S. M., et al., 2014).

It has been almost 5 years for Covid- 19 pandemic which hit the whole world with all businesses on hold and many people getting infected by the disease. It gave rise to an increase in health consciousness among the people. A survey proved that more than 60% of people in the USA are more conscious about their health during post Covid-19, as WHO (World Health Organization) suggests that "A healthy diet is a foundation for good health, well-being, optimal growth and development. WHO acts as a guide for the world to help people understand healthy food habits.



Indian consumers have also become health acquainted and many youths are following a healthy diet plan and reducing the consumption of unhealthy oily foods. Our idea is to bring a new food product to the market using the leaves, which are used from ancient Ayurveda, a medicinal herb Kalanchoe Pinnata. A product that will be tastier and healthier, also attracts all age groups people from a young child to older people and without losing its properties in the process of innovation.

We have undertaken this food product development based on the research conducted by Shanti Thaksala and their team proving that functional ready to drink beverage can be prepared using K. Pinnata leaf juice and Aloe vera Juice (Thaksala, S., et al., 2022).

This project aims to the innovation of food products made from the medicinal plant Kalanchoe Pinnata. To create awareness about its health benefits and to introduce food products such as (Gummies, Biscuits Crackers, Cookies) which will be easily available in the market. Hence, keeping in mind the risk of unhealthy food diets and contributing to a healthier society for mankind.

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# BENEFITS OF SUNFLOWER SEEDS IN CULINARY APPLICATIONS

-Ashish D Souza, Padmini S, Suraj Rao, Rahul Rao

## Introduction

The increasing focus on sustainable and health-oriented food alternatives has stimulated considerable research into nutrient-rich ingredients that address contemporary dietary needs. Among these nutrient-rich ingredients is sunflower seed flour, which represents a versatile and nutritious option with the potential to revolutionize the food industry.

The sunflower, whose scientific name is 'Helianthus annuus', belongs to the Asteraceae family, and is an annual crop plant (Egea M. et al., 2021). Sunflower is one of the three most cultivated oil crops in the world. The principal by-product of the oil extraction process can account for up to 36% of the total mass of the processed seeds, emphasizing its importance within the overall production framework (Yegorov B. et al., 2019).



With its elevated protein content, low carbohydrate levels, and diverse vitamins and minerals, sunflower seed flour is an excellent substitute for traditional flour in baking and culinary applications. This study explores the development of healthy food products using sunflower seed flour, highlighting its history, health benefits, culinary uses, preparation methods, and symbolic beauty.





### **History of Sunflower: From Ancient Cultivation to Modern Kitchens**

The sunflower (*Helianthus annuus*) is native to North America, where it was first cultivated by Indigenous peoples over 4,500 years ago. The USA, Ukraine, and Argentina are the main world producers of sunflower (Dantas M. et al., 2017). Its seeds are a vital food source, while its oil and pigments are indispensable for medicinal and ceremonial functions.

In the 16th century, Spanish explorers introduced sunflowers to Europe, where they rapidly gained popularity, particularly in Russia. By the 19th century, sunflowers became a commercially significant crop due to their oil-rich seeds. Currently, sunflowers are celebrated globally for their agricultural, aesthetic, and nutritional contributions, symbolizing resilience, and warmth. The seeds have become a staple in health-conscious diets, paving the way for

innovative applications such as sunflower seed flour.

### **Health and Culinary Concepts of Sunflower Seeds**

Sunflower seeds are recognized for their remarkable nutritional profile, rendering them an essential ingredient for healthy food development. Research indicates that approximately 90 percent of the daily Vitamin-E requirement can be fulfilled by consuming a quarter cup of sunflower seeds (Scott M. et al., 2023).

#### **Nutritional Benefits**

Sunflower seeds are a powerhouse of protein, healthy fats, dietary fiber, and essential minerals like magnesium, selenium, and zinc, embodying the essence of nourishment. Bursting with vitamin E, these seeds serve as a shield against cellular damage, nurturing our skin and well-being.

The unsaturated fats in sunflower seeds can help lower LDL (bad cholesterol) levels, paving the way for a healthier heart. It offers a safe alternative to traditional flours like wheat, and opens doors for those with gluten intolerance, fostering inclusivity in the diets.

#### **Culinary Versatility**

The mild, nutty flavour of sunflower seeds makes them an ideal complement to both sweet and savory dishes. Sunflower seed flour applications are extensive, including bread, cakes, cookies, pancakes, and more. Its ability to retain moisture and enhance the nutritional content of various foods makes it an excellent choice for health-conscious consumers.

## Preparation of Sunflower Seed Flour for Enhancing Bakery Products

Producing sunflower seed flour is a straightforward process that involves minimal processing:

**Raw Material:** Start with high-quality hulled sunflower seeds.

**Roasting (Optional):** Lightly roast the seeds to enhance their nutty flavor; however, this step is not mandatory for all uses.

**Grinding:** Use a food processor or grinder to thoroughly pulverize the seeds into fine flour. Sift the flour to ensure uniformity and eliminate any coarser particles.

**Storage:** Store the flour in an airtight container in a cool, dry location to prevent rancidity, as the natural oils in the flour can lead to spoilage.

### The Symbolic and Aesthetic Sustainable Value of the Sunflower

The sunflower embodies more than merely a food source; it signifies vitality and sustainability. Its tall stalks and vibrant blooms exemplify resilience and optimism, inspiring cultures around the world.



Sunflowers are distinctive for their heliotropic behaviour, following the sun throughout the day, a characteristic that symbolizes positivity and determination. From an ecological perspective, sunflowers play a significant role in sustainable agriculture:

Sunflowers enhance soil health by effectively absorbing toxins and enriching the soil with organic matter once they are harvested. It is a low-waste crop, nearly every component of the sunflower can be utilized, from seeds and oil to stalks and petals. Sunflower cultivation requires minimal water compared to other crops, making it an environmentally friendly option.

Moreover, sunflowers' aesthetic and functional attributes foster innovation and sustainability, aligning seamlessly with the development of sunflower seed flour as a viable ingredient for healthy food options.







As the demand for healthy, sustainable, and innovative food products rises, sunflower seed flour emerges as a remarkable ingredient with immense potential. Its rich historical significance, exceptional nutritional benefits, and versatility in culinary applications make it an essential addition to modern diets. By embracing this underutilized ingredient, we can inspire healthier eating habits and pave the way for a more sustainable food system.

The sunflower's journey from a symbol of cultural significance to a vital culinary resource beautifully illustrates its powerful role in paving the way for a brighter future.

This research seeks to uncover the potential of sunflower seed flour, recognizing that even the simplest ingredients can make a meaningful difference in how we nourish ourselves and care for our planet.

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# COMPARATIVE STUDY OF SUGAR-BASED AND NATURAL SWEETENER-BASED BAKED PRODUCTS

-Adithya Anand, Vyshak PD, Praise N Binu, Adwaith Anand

## Introduction

Sugar adds a sweet taste to baked goods and the development of flavors, textures, and aromas in various culinary preparations. Pure sugar, or sucrose, is the most used sweetener for baking. It is typically derived from sugarcane and undergoes a refining process that strips away all impurities, resulting in a crystalline substance that is high in calories but devoid of any significant nutrients. The key properties of refined sugar that justify its presence within most baked products are that it can provide sweetness, promote browning through caramelization, and contribute to the texture of cakes, cookies, and pastries by adding moisture retention and tenderness.





Moreover, refined sugar plays a huge role in yeast fermentation during bread-making, which helps make the dough rise. However, while refined sugar is useful in baking, overconsumption of it has been associated with many adverse health conditions, including obesity, diabetes, and heart disease. It's devoid of several vitamins, minerals, and even fiber, providing less than a zero value nutritionally, other than calories.

However, owing to the health issues related to the consumption of white sugar, the demand for alternative sweeteners in baked goods has increased. Amongst these alternatives are honey, stevia, jaggery, maple syrup, fruit-based sweeteners, dates, figs, apple concentrates, etc. that are derived from natural sources (Dana H & Sonia A., 2024).

A comparison of white sugar with natural sugars in baked products can help identify how different types of sugars influence the taste, nutritional content and general quality of baked goods. As such, the demand for natural sweeteners has increased in the recent past, since they will be perceived to be more nutritional due to their nutrient content and lower glycemic impact. Natural sweeteners are sourced from plants, among other natural sources. Unlike refined sugars, many natural sweeteners retain nutrients and bring about health benefits. Most natural sweeteners contain extra nutrients and provide some health-related benefits (Yin Y.,2023).



The comparison of refined sugar and natural sweeteners' effects in baked products can be determined by including several factors such as texture, flavor, moisture, browning, and nutritional content. With refined sugar, flavor and texture often tend to impart a clean, neutral sweetness and light, airy texture in baked goods.

Natural sweeteners can give off unique flavors for examples this includes honey adds a floral taste, maple syrup adds a rich, woody flavor, while other natural sweeteners, such as dates and figs, create denser textures because of their fiber content. While natural sweeteners generally produce different tastes and textures, their advantage lies in the availability of more nutrients, which sugar totally lacks. Natural sweeteners often contain more vitamins, minerals, and antioxidants than refined sugar. Honey contains a small quantity of antioxidants; dates and figs are replete with fiber, making them a healthier option, though one must also note that even natural sweeteners still contain sugar, and such sugar must be in moderation.



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However, the glycemic index of refined sugar is relatively high which allows rapid increases in blood sugar. Natural sweeteners like stevia and apple concentrate have a much lower glycemic index which renders them relatively ideal for diabetes management case or blood sugar level control (Dana, H., & Sonia, A. 2024).

Both refined sugar and natural sweeteners serve significant purposes in baking with their respective advantages and disadvantages, refined sugar cannot be missed in the traditional baking process since it provides the much-needed sweetness, texture, and fermentation aid. Moreover, there are other advantages to using natural sweeteners like honey, stevia, jaggery, maple syrup, dates, figs, and apple concentrate. These include a lower glycemic index, richer nutrient profiles, and unique be prepared.



# DEVELOPMENT OF FROZEN DESSERTS USING NUTS AND SEEDS

-Karan G, Apoorva V, Ananya S, Abhishek N



## Introduction

Rapid demand for plant-based and allergy-free substitutes for conventional dairy products has increased in the food and dessert industries. Nuts and seeds have rich nutritional profiles, and cooking uses and have become essential ingredients in creating frozen desserts/ sweets. Consumers who are vegan, lactose intolerant, or looking for a healthier substitute for dairy based frozen desserts may find these plant-based options very useful.

As individuals grow increasingly health-conscious and eco-aware, the transition to plant-based options is also fueled by the rising demand for foods that are nutritious and environmentally friendly (Smith & Lee, 2021).

Incorporating nuts and seeds into frozen desserts allows for the development of items that are free from typical allergens like dairy and gluten, while also being rich in vital nutrients such as vitamins, minerals, and antioxidants (Hernandez, M., Lopez, J., & Garcia, P. 2020). Thus, the creation of frozen desserts made from nuts and seeds is an interesting example of sustainability, innovation, and nutrition in a product.

## Importance of Consumption of Nuts in a Human Diet

Nuts like cashews, hazelnuts, walnuts, and almonds, seeds like chia, pumpkin, muskmelon, and sunflower provide a wealth of health advantages in addition to their rich flavor and creamy texture.

Incorporating nuts and seeds into frozen desserts allows for the development of items that are free from typical allergens like dairy and gluten, while also being rich in vital nutrients such as vitamins, minerals, and antioxidants (Hernandez, M., Lopez, J., & Garcia, P. 2020). Thus, the creation of frozen desserts made from nuts and seeds is an interesting example of sustainability, innovation, and nutrition in a product. Importance of Consumption of Nuts in a Human Diet Nuts like cashews, hazelnuts, walnuts, and almonds, seeds like chia, pumpkin, muskmelon, and sunflower provide a wealth of health advantages in addition to their rich flavor and creamy texture.

These ingredients attract consumers who are worried about their health and diet as they are rich in fiber, proteins, healthy fats, vital vitamins and minerals. Whilst some seeds offer a more earthy or nutty flavor profile, certain nuts such as cashews, for instance, blend naturally to resemble the smoothness of dairy-based ice creams. Furthermore, a lot of nuts and seeds are high in antioxidants, which boost immunity and lower inflammation. Thus, this justifies the increasing trend of functional foods.



### Method and Steps to Create the Frozen Dessert

Soaking, mixing, and freezing are some of the stages involved in creating frozen desserts from nuts and seeds. To achieve a smooth, creamy texture nuts like cashews and almonds are usually soaked overnight to soften them from their peel to blend. To revamp the flavor, this blending method is frequently used with plant-based sweeteners like agave or maple syrup and flavorings like vanilla or chocolate.

Ingredients such as coconut milk or oat milk are frequently utilized as base liquids to produce a creamy smooth finish for frozen dessert made from seeds. To make sure the dessert stays smooth and does not separate when frozen, natural stabilizers or emulsifiers like lecithin or guar gum are customarily used.

Advancements in food technology, including enhanced freezing methods and the use of plant-derived stabilizers, have significantly improved the texture and taste profiles of these frozen treats, enabling them to rival their dairy-based versions (Miller et al., 2023).





### **Development of frozen desserts made from nuts and seeds could fulfill various market demands**

**Health-Conscious customers:** These desserts usually have less sugar, more fiber, and include healthy fats, which makes them appealing to health-conscious customers.

**Allergen-Free Choices:** Numerous desserts made with nuts and seeds are designed for individuals with prevalent food allergies, especially for those who avoid dairy, gluten or soy.

**Sustainability:** Frozen desserts made from plants, such as those using nuts and seeds, usually have a reduced environmental footprint when compared to dairy-based options, as they require less water, land and energy for production.

Hence, this project aims to investigate how different nuts and seeds can be utilized to create frozen desserts that correlate flavor, texture, and nutritional value while catering to the increasing interest in plant based choices. It will entail assessing various kinds of nuts and seeds, identifying optimal techniques for processing and integrating them into

frozen dessert recipes, and examining the possible flavor pairings that can appeal to a diverse range of consumers.

Lastly, nut and seed-based frozen desserts provide a substantial growth potential in the frozen dessert industry, as consumer demands for plant-based, dairy-free, and allergy-free substitutes keep increasing. They are positioned as a new and interesting sector of the larger food industry due to their varied flavour profiles, health benefits, and environmental advantages. Advances in food science, consumer preferences, and a general desire for healthier, more sustainable dessert options are driving the further creation of these frozen desserts.

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# Coffee Movements and its Service Culture

-BHUVAN P ARALIMARAD,  
VAISHNAVI K SURESH,  
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HARSHATH N, SHREYAS V



The 1st wave of coffee, which occurred in the 18th and 19th centuries, marked the beginning of coffee's global popularity. During this period, coffee became more widely available and its production increased to meet the growing demand. The 1st wave was characterized by the rise of commercial coffee companies, such as Folgers and Maxwell House, which introduced mass-produced coffee to the market (Pendergrast, 2010). This wave also saw the introduction of new technologies, such as the coffee grinder and the espresso machine, which improved efficiency and convenience (Ukers, 1922). As a result, coffee has become an integral part of daily life in many parts of the world.



Coffee is one of the most widely consumed beverages globally, with over 2.25 billion cups consumed daily (International Coffee Organization, 2020). Native to Ethiopia, coffee has a rich history dating back to the 9th century (Hattox, 1985). Today, coffee is grown in over 70 countries, with Brazil, Vietnam, and Colombia among the top producers (Food and Agriculture Organization of the United Nations, 2020). Coffee is not just a popular beverage but a significant contributor to the global economy, with the coffee industry valued at over \$80 billion annually (International Coffee Organization, 2020).





The 2nd wave of coffee, which emerged in the 1960s and 1970s, marked a significant shift in the way coffee was perceived and consumed. This wave was characterized by the rise of specialty coffee, which emphasized high-quality, distinctive coffee beans (Pendergrast, 2010). Companies like Peet's Coffee and Starbucks pioneered this movement, introducing consumers to a wider range of coffee flavors and brewing methods (Schultz & Jones Yang, 1997). The 2nd wave also saw the growth of coffee culture, with coffee shops becoming popular gathering places for socializing and relaxation (Wellman, 2001).

The concept of "waves" in the coffee industry was first introduced by Trish Rothgeb, a coffee professional, in 2002. Rothgeb defined the waves as distinct periods in the history of coffee, each characterized by a unique set of values, practices, and cultural norms (Rothgeb, 2002). Since then, the concept of waves has been widely adopted in the coffee industry, with most experts agreeing on three distinct waves.

The Third Wave of coffee, which began in the 1990s and 2000s, marked a further shift towards high-quality, distinctive coffee. This wave was characterized by a focus on direct trade, sustainability, and transparency in the coffee supply chain (Schrader, 2017). The Third Wave also saw the rise of independent coffee shops and micro-roasters, which emphasized unique, small-batch coffee blends (Bee, 2015). Today, the Third Wave continues to shape the coffee industry, with a growing focus on sustainability, social responsibility, and innovation.

The sustainability of coffee is a growing concern, as the global coffee industry faces numerous environmental, social, and economic challenges. Coffee production is a significant contributor to deforestation, water pollution, and soil degradation, with an estimated 2.5 million hectares of forest lost each year due to coffee production (Rice & Ward, 2010). Additionally, many coffee farmers struggle to earn a living wage, with an estimated 25 million small-scale coffee farmers living in poverty (International Coffee Organization, 2020).

To address these challenges, the coffee industry is shifting towards more sustainable practices, such as shade-grown coffee, organic farming, and fair-trade certification (Giovannucci & Koekoek, 2003).



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# Use of Lemongrass in Beverage Industry

-Aaron K M, Jeril Yohannan, Mahati S Patwardhan, Manya Nair, Vishal S



## Introduction

Lemongrass, scientifically known as *Cymbopogon citratus* is a part of the grass family. It is a blue-green, woody grass with sharp-edged leaves that can reach a height of three to six feet when grown in clusters.

The origin of lemongrass can be roughly pinpointed as the native plant of Malaysia and the southern part of India. The oldest found record of lemongrass oil is from the Philippines in the 17th century. Lemongrass is known for its aromatic stalks, citrusy freshness and essential oils in the food and beverage industry, it is also known for its medicinal practices. It is a staple plant in Cambodian, Vietnamese and Thai cuisine and India is the world's biggest exporter of lemongrass. In Brazil, lemongrass is traditionally used as a tea to help reduce anxiety, whereas in India, it is utilized as a medicinal herb and in perfumes.

In India, lemongrass is an essential plant in the mind-body medicinal practice of Ayurveda. It is commonly used to reduce colds and congestion.

Some people also compare lemongrass to ginger. In India, specifically in Kerala, the literal translation of lemongrass is “dried ginger coffee” (Mukherjee.S., 2024)

Based on these medical characteristics, lemongrass has gained popularity as an essential oil and is still used in traditional medicine to treat a variety of conditions, such as headaches, nausea, diarrhoea, and anxiety. In addition, it helps decrease cholesterol and blood sugar and relieves pain. Even while contemporary science has conducted research on these health claims, there is currently no solid proof to support them (Kumar S., et al, 2024). There are at least 55 varieties of lemongrass and diverse cultures in the world have used them for several things, including cooking. Dried or fresh lemongrass is used in herbal teas and drinks. While cooking it can be used fresh, powdered leaves or dried lemongrass.

Lemongrass is mostly used in Asian cuisines as an intriguing flavor to soups and stews (Putra, I G A M., et al 2023). It works best when minced lightly because it is quite fibrous and can even be woody. Like bay leaves, it should be taken out from food before serving, if it is in larger pieces. Additionally, lemongrass is becoming more well-known in cocktails. Numerous drink recipes capitalize on its strong flavour. The well-known combination of ginger and lemongrass can be utilized to make a fantastic tequila infusion.



When experimenting with herbal drink recipes, it is observed that lemongrass goes nicely with cucumber, pear, chili peppers, and coconut milk.

It could be enjoyed whether it is muddled with other ingredients or used as a cooled lemongrass tea. Stems of fresh lemongrass could be used as a natural straw or stir stick for the beverages.

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# PLATE TO POST: DEVELOPMENT OF FOOD VLOGGING CONTENT FOR HOTEL MANAGEMENT STUDENTS

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Simeone Furtado, Cheepiri Bhavani Prasant

In the current world of digitization, food does not only sit on plates, rather it has become a story that should be told, an art of expression, and a bond that should be developed. Food blogs have revolutionized the manner of presentation and consumption of food, giving rise to the most dynamic phenomenon of food blogging as an intertwining of culinary art and digital narrative. For those striving to enter the hospitality environment, food vlogging is definitely more than a creative act; it is an invaluable tool for building a personal brand, engaging audiences, and advancing one's career. So, such an initiative, study on "Plate to Post: Development of Food Vlogging Content for Hotel Management Students" aims to empower students with the expertise to excel in this vital field, linking hospitality education with digital development.

Food vlogging is an engaging medium that combines visual storytelling with the sensory appeal of food. According to Luong and Ho (2023), food vloggers play a significant role in influencing viewers' perceptions and purchasing decisions on social media. Trustworthy content, stunning visuals,



and engaging stories boost confidence and interaction. These qualities not only serve the specific individual vlogger but also have positioned food vlogging as a strong promotional strategy within the hospitality industry.

The hospitality industry is undergoing a major revolution digitally, with social media as a major influencer of consumer behavior, according to Jaakonmäki et al. (2017) it is an engagement on the digital platform. To hotel management trainees, these revelations



suggest that one should produce relatable and impactful culinary stories, thereby satisfying current consumer desire. Through structured instruction, immersive experiences, and innovative resources, the "Plate to Post" project equips students with the ability to navigate such challenges and come out as competent content creators.

Food blogging and vlogging educate beyond digital marketing. Asnur et al. (2023) mention that through inclusion of vlog media, experiential learning raises the innovation and hands-on skills of the student. Through documentation of such stages as food preparation, arranging, and kitchen management, they gain crucial experience in projecting their culinary skills in a very interesting way. This method not only better equips them in education but also prepares them for real-life obstacles in the hospitality



field where digital skills are fast becoming more and more indispensable.

Authenticity is, therefore, the key to successful food blogging. There is evidence that personal narratives and cultural backgrounds make any content more memorable and relevant. Pandey et al. (2023) explain how food blogging inspires knowledge about food quality and hygiene while promoting regional dishes. Encouraging students to use their unique cooking traditions and backgrounds. Whether it is a family-favorite recipe or a new twist on a dish, these stories bring their contents out in an otherwise digitally crowded landscape.

Besides creativity and authenticity, the technology aspect also plays an important role in this food vlogging business. Video editing apps and analytics of social media, as well as high-end recording gear, have enhanced the quality of content in the vlogs. Viewers' attention may easily be drawn to them. Manning et al. (2022) note that there must be responsible and transparent use of technology when it comes to food affairs. By embracing ethical and innovative techniques, students can produce visually appealing, credible, and engaging content, keeping pace with an ever-changing industry landscape.





The "Plate to Post" initiative is a progressive approach to hospitality education, arming students with the technical prowess, inventive confidence, and industry knowledge required to thrive in food vlogging. It provides a holistic framework that merges culinary creativity with the world of digital media for the student to find more professional ways such as content creation, brand partners, or entrepreneurship. By using this food passion in the means of a digital storytelling medium, the students can let people see their skills or be an inspiration for creating value within the hospitality sector

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# STUDY OF BULKING AND CUTTING EATING HABITS AND DEVELOPMENT OF MACRO-MEALS

-Chirag Vinodh, Muskan Mahesh,  
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Developing meals that are nutrient-rich and well-balanced in these macronutrients is the key to achieving desired outcomes during these phases. By understanding the body's unique requirements in bulking and cutting, individuals can fine-tune their nutrition to enhance performance, optimize recovery, and promote muscle growth or fat loss.

## Introduction

The concept of bulking and cutting is fundamental for achieving specific fitness objectives, especially within bodybuilding and strength training. Bulking generally refers to a deliberate increase in body mass by consuming more calories than the body requires, with an emphasis on muscle gain. On the other hand, cutting involves a calorie deficit aimed at reducing body fat while preserving lean muscle mass, often in preparation for competitive events or achieving a leaner appearance.

Both phases necessitate precise dietary strategies, particularly in managing macronutrient intake-proteins, carbohydrates, and fats.



## The Bulking and Cutting Phases

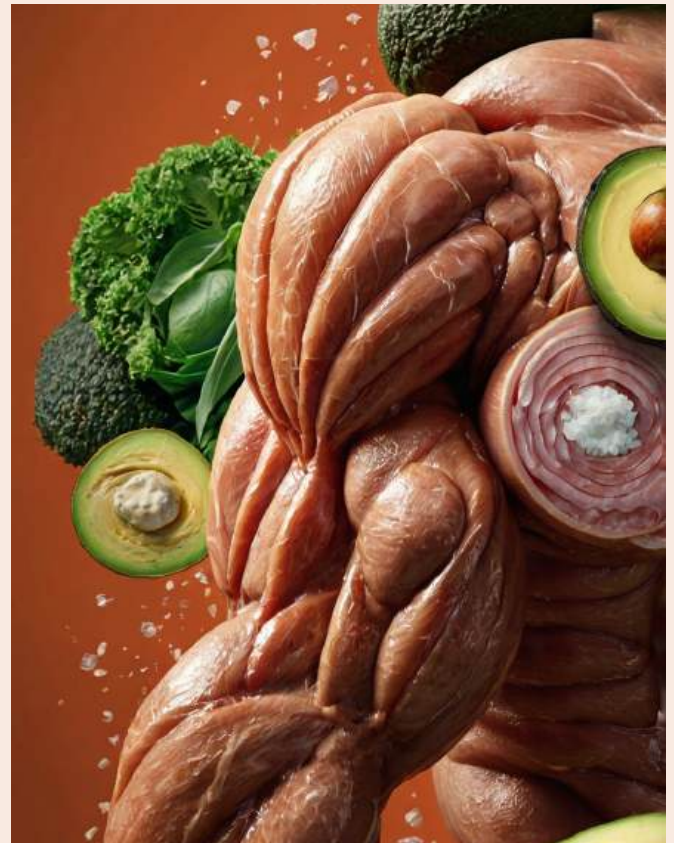
The bulking phase is defined by a calorie surplus, where individuals consume more calories than they burn daily. This additional energy is used to fuel muscle growth, providing the body with enough resources to repair muscles damaged by strength training.



Typically, individuals in the bulking phase aim to increase their caloric intake by about 10-20% above maintenance levels (Helms et al., 2021). This surplus, combined with higher protein and carbohydrate consumption, stimulates muscle hypertrophy, which is the growth of muscle fibers. The primary goal of bulking is not just to gain muscle but also to increase strength.

In contrast, the cutting phase focuses on creating a calorie deficit to promote fat loss while preserving as much muscle mass as possible. This phase is centered around fat reduction, typically achieved by lowering the intake of carbohydrates and fats, while protein intake is kept at sufficient levels to avoid muscle loss (Prado et al., 2020).

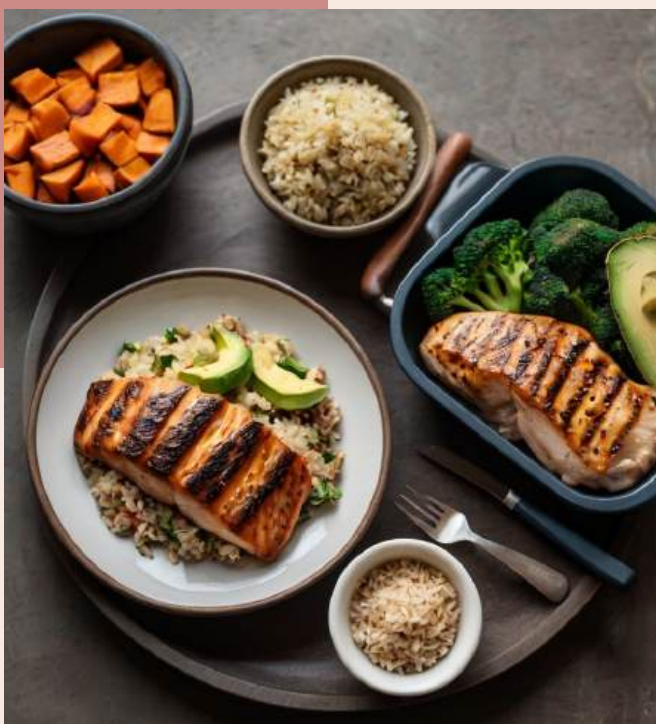
Cutting is often pursued by athletes, bodybuilders, or fitness enthusiasts in preparation for events where body composition is crucial, such as bodybuilding competitions or photo shoots. The challenge in this phase is to lose fat while minimizing the loss of lean muscle.



### The Role of Macronutrients in Bulking and Cutting

Macronutrients- proteins, carbohydrates, and fats- play essential roles in both bulking and cutting. Hence, understanding their function and the right balance is key to achieving optimal body composition.

Protein is a vital macronutrient in both phases. During bulking, protein consumption is elevated to assist in muscle repair and growth. Common advice suggests consuming between 1.6 and 2.2 grams of protein per kilogram of body weight, depending on activity level and specific goals (Schoenfeld et al., 2020). Protein is also critical during the cutting phase to help maintain lean muscle mass when in a calorie deficit. Without sufficient protein, the body may break down muscle tissue for energy, particularly when glycogen stores are low (Kreider et al., 2021). Therefore, higher protein intake in the cutting phase is essential to preserve muscle mass.





Carbohydrates are the primary energy source for the body, and their intake varies between bulking and cutting. During bulking, carbohydrate intake is increased to ensure muscles are well-stocked with glycogen, the stored form of carbohydrate that fuels high-intensity workouts. Carbohydrates also trigger insulin release, which aids nutrient delivery and muscle growth (Moro et al., 2021). In the cutting phase, carbohydrates consumption is reduced to maintain a calorie deficit, but it is still important to eat enough to support workouts and safeguard muscle mass. Excessive carbohydrate restriction can lead to decreased energy and performance, making it essential to strike a balance (Friedman et al., 2020).

Fats, though sometimes underestimated, are crucial in both phases. Healthy fats support hormone production, including testosterone, which is necessary for muscle growth.

Fats are also an efficient energy source, which can be beneficial during cutting to help control hunger and improve satiety, making it easier to stick to a reduced-calorie diet (Cairns et al., 2021). During bulking, fats contribute to the surplus of calories needed for muscle gain. During cutting, while fat intake is generally reduced to maintain a calorie deficit, it is still essential to ensure proper metabolic function and hormonal balance (Volek et al., 2021).

### **Crafting Macronutrient-Dense Meals**

To succeed in both bulking and cutting, it is crucial to design meals that are rich in macronutrients. For bulking, meals should focus on maintaining a caloric surplus while ensuring an adequate intake of protein, carbohydrates, and fats to support muscle growth and recovery. A typical bulking meal might include lean proteins such as chicken or fish, complex carbohydrates like sweet potatoes or quinoa, and healthy fats from sources like olive oil or avocado.

For cutting, the focus shifts to reducing overall calorie intake while maintaining sufficient protein intake to prevent muscle loss. Meals in the cutting phase may consist of lean protein sources like turkey or tofu, moderate portions of complex carbs like vegetables or brown rice, and controlled fat portions.





The objective is to maintain energy levels for workouts while staying in a calorie deficit to facilitate fat loss while preserving muscle mass.

Timing meals can also be an effective strategy. Distributing protein-rich meals throughout the day, particularly after workouts, can enhance muscle protein synthesis (Mamerow et al., 2021). Additionally, consuming a combination of protein and carbohydrates shortly after exercise helps replenish glycogen stores and supports muscle recovery, making nutrient timing an essential approach in both bulking and cutting (Schoenfeld et al., 2022).



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# Development of Percept-X: An Immersive Hardware to Promote and Market Hotel and Tourism Business

-Bhavana Siddeswera, Philip T Joseph, Soumalya Barua, Ujwal P



The sector heavily depends on its ability to attract the senses and emotions of travelers during marketing (Khanal, K. 2024). However, traditional marketing strategies usually do not capture the sensory richness of a place and attract travelers. The conventional methods include brochures, videos, and advertisements, while they are effective to a certain extent, they don't provide this immersive depth that today's technology-savvy customers increasingly want with each passing day (Isufi, A., & et al. 2023).

It is here that immersive technologies, particularly Augmented Reality (AR) and Virtual Reality (VR) appear as game-changers. New tools with interactive, multi-sensory environments in which customers may explore destinations, experience hotel amenities virtually, or even "test drive" packages in advance are required. This is a big step in how businesses promote their services as it allows them to set up much deeper emotional connections with their audiences (Siddiqui, M. S., et al 2022). By using the immersive powers of AR and VR, businesses can differentiate themselves from their competitors and provide experiences that would be unique for the customer and for them to remember long after the experience.

Hence, a study that introduces Percept-X which is a novel, multi-sensory immersive prototype designed to disrupt marketing in the hospitality and tourism industries.

## Introduction

Tourism and hospitality are some of the most important sectors that contribute to the world economies, partly because it's an industry that provides memorable experiences for all categories of customers, from high-class stays to sustainable cultural explorations.



It incorporates tactile interaction with audio-visual storytelling and gives olfactory stimuli to users while engaging across multiple senses to create real-world experiences in virtual reality. It is a prototype of innovation aimed at meeting the growing demands of modern-day travellers and understanding some of the biggest challenges of immersive technologies.

While AR and VR show enormous potential, there is a massive obstacle to implementation in the tourism and hospitality industry. This is due to the excessive costs of implementation, infrastructural requirements, and technical ability. Most of these create inhibiting factors for many businesses, especially small and medium-scale enterprises, from adopting such innovations (Özdemir, M. A. 2021). Apart from economic concerns, ethical issues relating to privacy, data collection, and transparency of immersive environments also raise an eyebrow.



Increasingly, customers know how their data is being used and building trust by good behaviour is a matter of grave concern for companies making entry into this space (Kannan, R. 2024). The extremely limited empirical research on the effectiveness of immersive technologies in a real-world setting is another challenge.

Most discussions are theoretical or case studies, which often creates a gap in assessing how these tools stimulate customer engagement and business outcomes on a large scale (Siddiqui, M. S., et al. 2022). Completely aware of this gap, this study tries an undeniable but ambitious exercise of creating an easy-to-scale-up prototype on low-cost, multi-sensory, and immersive forms for a myriad of tourism and hospitality providers of all sizes. It is to be seen how Percept-X can ease superior customer experiences, fill the digital and physical engagement gap, and give an upper hand to businesses.





It is only with such a capability that a luxury hotel stays, the beauty of destinations, or historical landmarks can be presented in a virtual tour that simulates sensory experience, thereby transforming how travellers make decisions and form connections with brands. These experiences can potentially forge deeper emotional bonds, thus tweaking brand loyalty and repeat businesses.

The most important underscoring of this research is the ethical and privacy concerns that it underlines. Percept-X argues that this can be circumvented because it offers cheaply a possibility that can then readily be scaled up or down to the needs of the project owner. By thus lowering financial barriers and making access to immersive technologies more widespread, what is looked to be democratized is in fact the ways of enabling businesses that are more varied and richer to avail themselves of some potentially transformative potential.

By addressing issues of privacy, economic constraints, and cultural diversity, this paper attempts to create a full-scale solution that is best suited to the needs of the business and that also aligns with the belief and values of the consumer.

However, beyond the technological advancement, the noteworthiness of this research lies in tuning to the focus on the practical implementations of these immersive technologies and attempting to add value by providing actionable insights and tools that would be helpful to businesses in their journey through a progressively complex landscape of customer engagement in a digitally connected world.







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The current study addresses basic gaps in research, practice, and access to pave the road toward a future in which immersive technologies will no longer be alien to customers. Percept-X doesn't only hold enormous potential for the creation of memorable experiences but also bright chances toward drawing relevant, potent connections between businesses and customers.

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# REDEFINING THE FRONT OFFICE: OPERATIONAL AND TECHNOLOGICAL PARADIGMS IN CONTEMPORARY HOTELS

-Azman Ahmed Asgar, V Kevin Arockiam, Sai Krishna P, Shaik Mohammed Roshan



## Introduction

In the heart of every hotel lies its front office, where first impressions are created, guest experiences are curated, and operations converge in seamless harmony. Once a bastion of traditional hospitality, the front office has undergone a radical transformation in response to evolving guest expectations, technological advancements, and the competitive dynamics of the global hospitality industry.

Today, it is a sophisticated fusion of cutting-edge technologies and human-centric practices, serving as both the operational command center and the emotional heartbeat of a hotel (Jones, P., & Lockwood, A., 2022).

The traditional concept of the front office was rooted in human interaction, reliant on well-trained staff handling bookings, check-ins, and queries with a personal touch. However, the rapid evolution of technology has altered the expectations of modern travelers. Guests today demand efficiency, personalization, and immediacy—qualities that traditional operations alone cannot consistently deliver. This shift has driven hotels to adopt innovative operational practices and advanced technological tools that enhance guest experiences while optimizing back-end efficiencies.

## From Transactional to Transformational Shift

The modern front office is no longer a place of transactional exchanges but a hub of transformational experiences. The days of cumbersome check-in processes and manual reservation logs have given way to integrated



Property Management Systems (PMS) that automate repetitive tasks and provide real-time data insights. Leading hospitality chains like Hilton, Marriott, etc. hotels have embraced these systems to streamline operations and deliver seamless service (Smith, R., 2021).

Furthermore, the role of the front office has expanded beyond reception desks and reservation systems. It now includes managing guest relationships, gathering actionable insights from data, and contributing to the overall brand experience. Technology is not merely an enabler but a strategic driver that redefines the very fabric of guest interactions (Walker, J.R., 2020).

### **Technology as a Game-Changer**

Emerging technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and robotics have catalyzed a new era in front office operations. AI-powered chatbots and virtual assistants provide instant responses to inquiries, handling repetitive queries with efficiency while freeing staff to focus on complex or emotionally nuanced interactions.



Marriott’s AI-driven mobile app, for instance, allows guests to check in, choose their rooms, and even unlock doors with their smartphones, making the guest journey more intuitive and convenient (Marriott International, 2023).

### **The Human Element in a Tech-Savvy World**

Amid this technological revolution, the human touch remains irreplaceable. The essence of hospitality lies in understanding and anticipating guest needs—a task that, while enhanced by data, requires empathy and cultural sensitivity. Staff training has adapted to this dual requirement, emphasizing not only technological proficiency but also emotional intelligence and service recovery skills.

The balance between automation and personal interaction is crucial. While technology handles efficiency, human staff deliver authenticity that builds trust and loyalty. For instance, luxury hotel brands like The Ritz-Carlton still rely on personalized concierge services to surprise and delight guests, blending high-tech solutions with traditional hospitality values.

### Challenges and Opportunities

As with any significant transformation, the integration of advanced operational and technological practices brings challenges. High implementation costs, data privacy concerns, and the need for continuous updates are among the hurdles facing the hospitality sector. However, these challenges also present opportunities for innovation and differentiation. The integration of blockchain technology for secure transactions, the use of augmented and virtual reality for immersive guest previews, and the development of sustainability-focused solutions, such as paperless check-ins and energy-efficient operations, exemplify how forward-thinking hotels are addressing these challenges.

The front office in contemporary hotels stands at the confluence of tradition and innovation. Its evolution reflects broader shifts in societal expectations, technological capabilities, and industry competition. As the hospitality landscape continues to change, the front office must remain agile, combining operational excellence with technological prowess to exceed guest expectations and set new benchmarks for service delivery.

This study aims to explore the operational and technological practices that are redefining front office management in contemporary hotels.

Drawing on insights from industry leaders, academic research, and case studies, it examines the impact of these practices on efficiency, guest satisfaction, and business success. By delving into this intersection of tradition and innovation, the study provides a roadmap for hoteliers seeking to thrive in a rapidly transforming industry.

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# Development of Promotional Tools for Promoting Religious Tourism in Salkanpur

-Shaily Saxena, Mohammed Yousuf, Rahul Sunil

## Introduction

Religious tourism has become an essential component of the global tourism economy, appealing to visitors who seek spiritual enrichment and an appreciation of cultural heritage (Smith & Robinson, 2009). As there are countries across the globe that seek to advance the economy and cultural image through the promotion of religious tourism, India with its vast array of religious destinations, stands out prominently in this regard (Shinde, 2007).

Every year, millions of followers travel to different places in the nation, which almost strengthens the economy while allowing the tradition to thrive. However, prominent cities that aid mega religious tourism like Varanasi, Haridwar and Ujjain in India are considered the world's largest human gathering and they attract pilgrims worldwide (Verma et al., 2018). Hence, other religious importance places like Madhya Pradesh's Salkanpur are neglected. Thus, this study is undertaken to identify Salkanpur's tourism potential and to promote it.

Salkanpur is situated in the ideal location in the Sehore district of Madhya Pradesh, the Bijasan Mata Temple located here is dedicated to Goddess Bijasan Mata who is widely respected. This temple is situated on a beautiful hill and many devotees visit



it, especially during the Navratri festival. Navratri is one of the most important festivals in India (Ruchi, 2018). Salkanpur is thus able to hold significant cultural and spiritual values, however it struggles to get to a wider audience due to a lack of strategic marketing schemes and online presence. Salkanpur is also not highly visible on popular digital platforms.

The absence of promotional facilities is one of the major problems hampering Salkanpur tourism. Unlike other more developed religious places of pilgrimage, Salkanpur does not possess such vital digital resources as websites,



social media or eye-catching pictures which are very essential in the present-day tourism business. It is assumed that this marketing concept takes a step further in “making the world a better place” (Kotler et al., 2010).

Tourists are increasingly using the internet to search and organize trips, a lack of information on Salkanpur places it at a disadvantage in attracting potential visitors. This lack of digital marketing signifies the fact that there is a need to promote Salkanpur to be more appealing to both the local and the international tourists.

As modern advancements enhance promotion of these destinations, it certainly stands out how platforms, Digital media, for instance, increase the chances of tourist influx into these destinations. Social media and websites assist consumers in posting and sharing their travel-related comments, opinions, and personal experiences, which then serve as information for others (Xiang & Gretzel, 2010).

Town promotion can be achieved by marketing the cultural and religious characteristics of Salkanpur through the creation of video clips. Media files shared on sites like YouTube and Flickr, have gained substantial popularity in online traveler’s use of the Internet (Gretzel, 2006; Pan, MacLaurin, & Crotts, 2007).

Video content, especially on YouTube, will complement Salkanpur’s marketing. With video content, it is possible to provide detailed information, making the audience hear and see the destination without being there physically. Elaborate videos depicting local legends about Bijasan Mata Temple, its significance and the dramatic Navratri festivities are ideal for projecting the uniqueness of Salkanpur to a worldwide audience.

Such experiences are important today, where increasing urbanisation and mechanization have led to a situation where many people feel disconnected from nature (Forestell, 1993).



This project seeks to resolve the promotional problems that beset Salkanpur through the creation of global digital tools and set up strategies that can be used in international tourism. Social media includes a variety of Websites that allow consumers to share their experiences in different ways, ranging from posting their stories, their comments, to even their pictures and movie clips (Xiang & Gretzel, 2010). It is likely that Instagram and Facebook will be used to post captivating pictures of the Bijasan Mata Temple, local festivities and the surrounding scenery to attract users. Also, Salkanpur will increase its online presence with such a website, where a broader audience should read about the temple's origins, opening times, ways to reach the temple and the place to stay which will make the planning process easier.



Development of these promotional tools will involve working with the local community, such as the temple management, local businesses, and accommodation providers. Engaging the local community in crafting a cohesive marketing strategy ensures that the cultural and economic benefits are shared equitably (Timothy & Boyd, 2003)

Furthermore, this partnership will facilitate self-sustaining tourism development, as it will bolster the economic activity in the region while also conserving Salkanpur's cultural legacy. Digital marketing of Salkanpur can leverage to reposition it among the market of religious tourism in India. The addition of the urban extension has given tourism a spatial concept and urban tourism occurs to visit and access attractions located in urban spaces (Budovich, L.S., 2023).

Salkanpur can reach out to a broader audience from the local believers to foreign tourists having interest in Indian spirituality by developing a robust digital marketing strategy. One of the most important factors of these convergences and cultural links can be found in proper tourism policy and planning (Nyaupane, Timothy & Poudel 2015).



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# STUDY OF ADVANCEMENT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TECHNOLOGIES IN HOSPITALITY INDUSTRY

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## Introduction

Technological changes have caused an enormous shift in modes of communication between businesses and customers. While simple contact management systems were characterized in the 1980s, the modern Customer Relationship Management (CRM) systems are drivers of customer engagement, loyalty, and profitability. Today, big data can easily be included with the usage of current technologies like Artificial Intelligence (AI) and Predictive Analytics in the latest versions of CRM for an organization to collect real-time data of the customer and accordingly manage such data. Customized data does address customer needs accordingly. All these have made CRM indispensable to the different industries like banking, manufacturing and public services to sustaining a robust and dynamic customer relationship.

For businesses to survive today, they can only thrive if they oversee customer relationships. They raise the quality of customer loyalty and retention, which consequently boosts profits Gil-Gomez et al., (2020) argued that CRM systems facilitate an increase in customer interaction but also contribute to the



sustainability of a firm by offering green IT solutions in the process of digitalization. So, it contributes to direct roles, whether or not it will be helpful in creating the organizational innovation in the case of CRM. Similarly, as stated by Hassan et al. (2015), CRM application also builds employee morale and client loyalty that act as significant profit drivers. Indeed, CRM has transformed the way customers interact with the hospitality industry to solve service-intensive problems efficiently. According to Rahmadi et al. (2024), the speed of loyalty-building returns being delivered from digital tools to the service-intensive sectors like a hospitality sector through CRM system. According to Ijomah (2024), Big Data has enabled a better understanding of customer preferences and hence enhanced the forecasting of demand.

The operational tasks are expanded by using AI and Predictive Analytics in the development of capabilities of CRM. The advanced CRM system is an excellent predicting platform that can predict exactly what the customer wants. It improves business processes and will ensure a hyper-personalized experience. For example, through AI-based chatbots, it is possible to offer 24/7 customer support to meet the needs of customers instantaneously. According to Macnish (2019) and Fernando et al. (2023), the hospitality business enhances the guest experience due to AI predictions. Such qualities fortify the CRM system by predicting customer desire, increasing rates of efficient operations, and greater services being offered.

Challenges come with the integration of advanced technological systems like it offers risks with data quality issues and is expensive to implement. According to Subramanyam (n.d.), CRM systems should be designed according to the industry and operational efficiency in the hospitality industry should closely relate to deriving maximum satisfaction from customers to attain high levels of performance. Meena et al. (2021) mention some of the limitations in the form of inconsistent data and research methodologies involved in the implementation of CRM despite rapid improvements in technologies of mobile CRM, cloud-based CRM, and AI-driven solutions.





This project will focus on the hospitality industry, taking into consideration the use of CRM technologies, with particular emphasis on those technologies provided by Zoho software. High-touch service industries like this hospitality sector would benefit enormously from CRM's ability to provide personalization and operational efficiency. This research will synthesize insights derived from existing literature and examine how the application of CRM software might better customer relationships in the hospitality industry and bridge the gap between the potential of CRM technologies and their actual application in the industry.



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# ALUMNI SPEAKS



## SPARSH MAHESHWARI

**Founder & Director, TeamUp HR Services Pvt. Ltd.**

*Specializing in staffing and compliance services, managing over 3,000 associates across diverse industries in India.*

**Batch 2002-2006**

- **Could you share a bit about yourself, your professional journey, and the key experiences that have shaped your path?**

After completing my graduation, I began my career with Matrix Cellular as a Sales Executive, where I gained valuable knowledge and experience in sales during my one-year tenure. I then decided to further my education and pursued a Master's in Marketing at DIT, Dublin (2008-2009). Alongside my studies, I worked with a BPO in Dublin for a year in outbound sales, enhancing my communication and client-handling skills.

Upon completing my master's, I returned to India to embark on my full-time professional journey. I worked with reputed organizations like One Touch Solution, QAI Consulting, and TeamLease, gaining diverse exposure and expertise over four years. In 2013, I took the entrepreneurial leap and founded Accord Manpower Services, an HR company specializing in recruitment. We support clients in hiring talent across levels and functions Pan-India.

Building on this success, I launched another venture last year—TeamUp HR Services Pvt. Ltd., focusing on staffing and compliance services. In staffing, we manage the entire employee lifecycle, from hiring and onboarding to managing statutory compliances and exit formalities. We cater to various industries, including FMCG, Retail, Healthcare, HealthTech, Logistics, and BFSI, and currently manage over 3,000 associates on our payroll across India.

This journey has been a rewarding blend of learning, growth, and creating impactful HR solutions for diverse industries.



- **Could you share a memorable experience from your college years and how it influenced your journey?**

Moving from Gurgaon to Bangalore for graduation was a significant milestone in my life. It was my first experience living away from home, and while the initial days were challenging, they became the foundation for some of the most cherished memories of my life.

Adjusting to a new city came with its share of responsibilities—managing college, studies, food, and accommodation. But those four years turned out to be an incredible journey of growth, learning, and unforgettable experiences.

### **Highlights of my journey:**

- In my first year, I was thrilled to be crowned Mr. Fresher of our batch, setting the tone for an exciting college life.
- Second and third years were all about exploring my interests—I represented my college in inter-college competitions for bartending and badminton and was proud to win 1st prizes in both!
- Beyond academics, the friendships I built were truly special. I connected with people from various states, broadening my horizons and enriching my life with their diverse perspectives.

Traveling with friends became a passion, and we created countless memories exploring Coorg, Kerala, Delhi, and other cities. Those adventures added a unique flavor to my college years, making them even more memorable. Looking back, I feel immense gratitude for those years—they shaped me into the person I am today. To all my college friends and mentors, thank you for making it such a beautiful chapter of my life.

- **If you had the chance to give advice to your juniors in college, what would it be?**

Here's a piece of advice straight from the heart: enjoy your college life to the fullest—these are the days you'll cherish forever. Post-college, life takes on a different pace. Some of you might pursue higher studies, others will step into the professional world, and before you know it, you'll be caught up in responsibilities. But right now, you have a chance to explore, learn, and make memories that will last a lifetime.

- Focus on your studies, but don't stop there. Participate in extracurricular activities, take up new hobbies, and represent your college in competitions. These experiences not only build your skills but also make you more confident and versatile.
- Build friendships—the kind that last a lifetime. Some of the best bonds are formed during these years, and trust me, these friends will be your biggest support system as life moves forward.

Make the most of this incredible time—live, learn, and create stories you'll proudly share for years to come. Wishing you all the best for an amazing college journey!

# ALUMNI SPEAKS

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**DEEPAK VIRMANI**

**Batch 2002-2006**

**Founding Member &  
Vice President,  
Admin Operations and  
Alternative Business,  
Health Tech Startup**

*Focused on serving the next  
800 million in fintech and  
health, empowering rural  
communities.*



- **Could you share a bit about yourself, your professional journey, and the key experiences that have shaped your path?**

Looking back, my career has been a journey across various industries from facilities to admin and then to healthcare to logistics and hospitality. I had the privilege to deep dive into procurement and administration, where every project came with its own set of challenges and learning curves.

Managing various sites for CBRE was fun, amazing and procurement for health tech startup company was a challenging experience, for example, with thousands of e-clinics and pan-India installations, pushed me to master multitasking, negotiation, and efficient vendor management.

It wasn't always easy, but I enjoyed the thrill of turning complex processes into smooth operations. Each role from facility management to high-scale event coordination, taught me the importance of adaptability and the value of a robust network. These experiences have shaped me into a solution-driven professional who thrives in dynamic environments.



- **Could you share a memorable experience from your college years and how it influenced your journey?**

College days at MSRCHM, they were honestly some of the most formative years of my life. I still remember those endless group projects, heated debates, and the thrill competition. It was in those moments that I learned to work under pressure and collaborate with a wide mix of personalities. I discovered a knack for organizing events and navigating the balance between academic and extracurricular activities. Those experiences in group dynamics, presentations, and real-time problem-solving actually laid a foundation for the work I do today. Plus, the memories of late-night study marathons and celebratory dinners with friends are unforgettable. I can say with confidence that those years were instrumental in shaping both my professional skills and personal resilience. Our faculty mentors were awesome in all the ways.

- **If you had the chance to give advice to your juniors in college, what would it be?**

To all the juniors, one piece of advice I would give is to embrace every learning opportunity, even if it seems outside your immediate interests. When I first started, I didn't anticipate just how valuable skills in administration, vendor relations, and negotiation would help in different roles and industries.

Another tip would be to build strong connections, people play a key role in building a successful career. And don't shy away from challenges; they're the best teachers. Lastly, stay agile, in today's fast-paced world, your ability to adapt and think on your feet will set you apart.

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# ARUNAVA KUNDU

Learning and  
Development Manager

Radisson Blu Bengaluru Outer Ring Road

- **Could you share a bit about yourself, your professional journey, and the key experiences that have shaped your path?**

Reflecting on my 15-year journey in the hospitality industry, I am amazed at how time has flown. The vivid memories of my first day stepping into a 5-star hotel still linger as if they were yesterday. That moment marked the beginning of a lifelong learning experience—a testament to the magic of this industry, which nurtures perpetual growth and curiosity.

Coming from a modest background and being a student of a traditional Bengali-medium school, I was both awestruck and intimidated when I first encountered the world of hospitality, introduced by Ms. Lopamudra Sarkar from the Branding and Communication team of NSHM Knowledge Campus, Durgapur, West Bengal. The grandeur of the infrastructure left me in awe, while the fluency and poise of everyone I met on the first day filled me with trepidation. English was not my proficient language and seemed like an insurmountable challenge to me. However, I was deeply inspired by the professionalism, humility, and engaging communication of those around me. That day, I resolved to embrace the challenges ahead with sincerity and dedication. Fifteen years later, I am still learning and evolving in this ever-dynamic industry. The pursuit of excellence has taught me countless lessons, the most profound of which is humility.

Over the years, I had the privilege of working with some of the most prestigious brands of hotels, including Hyatt, Starwood, Marriott, Taj, and Radisson. Each experience has shaped my professional journey, instilling in me the values of knowledge, skill, communication, and humility. These are not just the cornerstones of a successful hospitality professional but also the pillars of a balanced and fulfilling life. Starting my career in the Front Office department, I later transitioned into Human Resources, where I found my passion for Learning and Development.



Today, I take pride in nurturing talent and empowering hospitality professionals to excel. My journey also extended beyond the industry when I had the opportunity to develop the soft skills and communication abilities of law students at Brainware University, Kolkata, for over a year and a half.

This industry has been my greatest teacher, continually pushing me to grow, adapt, and inspire. It has shown me that true professionalism is a harmonious blend of competence and compassion, and it is a privilege to contribute to its legacy.

- **What key best practices define excellence in the hotel industry, and how can they shape its future?**

The hotel industry is inherently dynamic, constantly evolving to meet the ever-changing needs and expectations of guests. At its core, this business is about 'care' a value that resonates deeply when emotional connections are fostered. What once began as a straightforward service of providing lodging and food has now transformed into a holistic travel and lifestyle experience. In the era of globalization, hotels have become more than just accommodations, they are cultural ambassadors and enablers of global connectivity. With borders now serving as welcoming gateways for expanding businesses and fostering personal connections, understanding and embracing diverse cultures has become as vital as operational excellence.

The future of the hotel industry lies in its ability to adapt and accept cultural diversity while building meaningful emotional bonds with guests. By prioritizing empathy and cultural sensitivity, hotels serve as bridges that not only enhance travel experiences but also enable businesses to thrive on a global scale. The more we adapt to and embrace the unique needs of our guests, the more we contribute to the growth and enrichment of the travel industry as a whole.

- **Do you have any advice for aspiring hospitality professionals?**

To budding hospitality professionals, my key advice is that the hospitality industry imparts life lessons that are unparalleled and universally valued across all sectors. The skills and experiences you gain in this industry are not only indispensable in hospitality industry, but also highly sought by other industries. The demand for hospitality professionals extends far beyond our industry. For instance, during Customer Service Week, companies from various sectors particularly technology often invite hospitality experts to guide their teams in building meaningful relationships with customers. This underscores the unique value we bring in cultivating empathy, interpersonal connections, and exceptional service.

Focus on mastering soft skills and life skills, attributes that no artificial intelligence can replicate, even in the next millennium. By doing so, you position yourself as an indispensable asset, not just in hospitality but in any industry, you choose to explore. In a world increasingly driven by technology, the human touch remains irreplaceable, and you have the power to make it your greatest strength.

# WELCOME TO THE FACULTY OF HOSPITALITY MANAGEMENT AND CATERING TECHNOLOGY, M S RAMAIAH UNIVERSITY OF APPLIED SCIENCES, BENGALURU

- 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 30th 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



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(2007-2011)  
Development Manager,  
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**Namrata Prashant**  
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CEO,  
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