

HOSPITIUM

Cover Story

Michelin Stars

The Coveted Award for Chefs and Restaurateurs across the Globe

Chef. Neeraj Joshi
Associate Dean
FHMCT, RJAS

Ms. Shashi Binani
Assistant Professor
FHMCT, RJAS

Ms. Amrita Prabhu
Assistant Professor
FHMCT, RJAS



Would Ecotourism Succour the Revival of the Travel and Tourism industry hit by COVID-19?

MALT

THE HUMBLE SUPER FOOD



IMMUNITY BOOSTING ARTIFICIAL CAVIAR



Unique Dining Experience - En route to "Wow" Factor



Is Dark Tourism Unethical, Controversial?



WELCOME TO THE EXCITING WORLD OF HOSPITALITY



RAMAIAH
UNIVERSITY
OF APPLIED SCIENCES



HOSPITIUM

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

EDITORIAL BOARD

- | | |
|------------------------------|---|
| Prof. Abby Mathew | – Dean FHMCT, RUAS |
| Dr Sweety Jamgade | – Assistant Professor, FHMCT, RUAS |
| Ms. Amrita Prabhu | – Assistant Professor, FHMCT, RUAS |
| Dr Jithendran J. Kokkranikal | – Principal Lecturer,
University of Greenwich
London, England |
| Mr. Sandeep Chatterjee | – Food & Beverage Consultant
New Jersey, USA |

FOREWORD



Professor Abby Mathew

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

The COVID-19 has immensely affected the globe, businesses and each one of us and the adverse impacts of the pandemic in hospitality industry is widely spoken, written, and disseminated by various medias. Thus, the editorial board suggested the themes for this issue to be related to solutions to the on-going pandemic crisis. In accordance with the quote of Jim Rohn, “Focus on the solution, not on the problem”, the editorial team have diligently worked on themes indicating the resolution of issues.

The second issue of this second volume of ‘Hospitium’ is the collection of articles motivated towards wellness, growth and development in the hospitality industry. The authors have contributed informative articles on food and health, hospitality value co-creation services and entrepreneurship leading to economic wellness. The industry experts and the alumni have also contributed engrossing and inspiring articles for budding hospitality professionals. I would like to convey my appreciation to the editorial team, authors and students for their efforts into academic writing and publication. My best wishes are with the editorial team and the contributors to the magazine. Keep writing and reading.



Dr Sweety Jamgade

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

Wishing all the readers an H3-Happy, Healthy & Healing- 2021!
May we keep sailing strongly together in the tough times.

I am pleased to write the editorial for this issue of Hospitium, which strives to disseminate wellness of health and hospitality businesses through its informative articles. The editorial board have outlined the following diverse themes and have received insightful articles from the authors.

- Food as an immunity booster
- Significance and promotion of local foods
- Creation of 'wow' factors in hospitality services
- New normal entrepreneurial opportunities, products, and operations
- Safe travel and tourism practices

The articles on creating and enhancing the 'wow' factors in hospitality services are captivating with the trending information provided by the authors. I appreciate the active participation of the students and their contribution to this issue.

The contributions from the industry experts Mr. Ramiah Daniels- Director of Hospitality Paradigm & Mr. Ajay Bakaya- Managing Director of Sarovar Hotels and Resorts are inspirational to the budding hospitality professionals. Notably the alumni Mr. Subassh & Ms. Etisha's interview and webinar interaction with the juniors have bolstered the objectivity of the magazine.

The editorial team welcomes reader's feedback and the theme suggestions for the next issues. We need to keep marching the academic writing and publication path together constructively.

Stay Safe and Healthy!

Keep Reading and widen your horizons!

CONTENTS

COVER STORY

- 1 Michelin Stars – The Coveted Award for Chefs and Restaurateurs across the Globe 8

FOOD AS AN IMMUNITY BOOSTER

- 2 Immunity Boosting Artificial Caviar 12

SIGNIFICANCE AND PROMOTION OF LOCAL FOODS

- 3 Malt – The Humble Super Food 14
- 4 Significance and Promotion of Local Foods, Through Progressive Indian Recipe Development 19

CREATION OF 'WOW' FACTORS IN HOSPITALITY SERVICES

- 5 Unique Dining Experience - En route to “Wow” Factor 22
- 6 Atithi Devo Bhava: A Reality Check 24
- 7 Hotel Operations & Customer Strategic Excellence through the Data Analytics 26

NEW NORMAL ENTREPRENEURIAL OPPORTUNITIES, PRODUCTS, AND OPERATIONS

- 8 Caryota Urens – The Dynamic Toddy Palm 28
- 9 Steam Absorbent Pizza Box 30

SAFE TRAVEL AND TOURISM PRACTICES

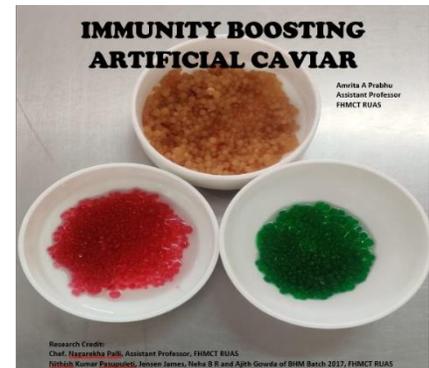
- 10 Would Ecotourism Succour the Revival of the Travel and Tourism industry hit by COVID-19? 31
- 11 Unexplored Eco-Friendly Camping Sites in Coorg 33
- 12 Is Dark Tourism Unethical, Controversial? 35

INDUSTRY SPEAKS

- 13 A Successful Failure – Mr. Ramiah Daniels 40
- 14 Industry Expert Interview – Mr. Ajay K. Bakaya 42

ALUMNI SPEAK

- 15 Ms. Etisha Kohli 43
- 16 Mr. Subhash N H 44



Food as an Immunity Booster: Page 12

Significance and Promotion of Local Foods, Through Progressive Indian Recipe Development



Promotion of Local Foods: Page 19



Would Ecotourism Succour the Revival of the Travel and Tourism industry hit by COVID-19?

Safe Tourism Practices: Page 31

Hospitium: Published by Faculty of Hospitality Management and Catering Technology, Ramaiah University of Applied Sciences, Gnanagangothri Campus, New BEL Road, MSR Nagar, Bangalore, Karnataka, India 560054 Copyrights © 2019. All rights reserved throughout the world. Reproduction in any manner, electronic or otherwise, in whole or in part, without prior written permission is prohibited.

Disclaimer: All photos used in this issue were taken inhouse or are from online duty free sources

Michelin Stars

The Coveted Award for Chefs and Restaurateurs across the Globe

Chef. Neena Joshi
Associate Dean
FHMCT, RUAS

Ms. Shashi Binani
Assistant Professor and
FHMCT, RUAS

Ms. Amrita Prabhu
Assistant Professor
FHMCT, RUAS



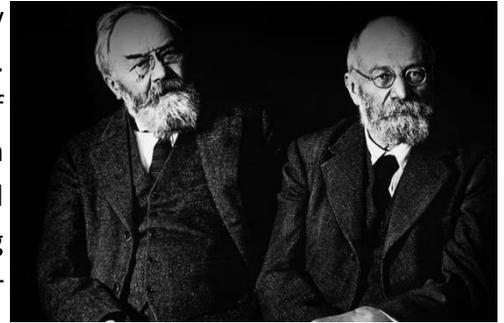
COVER STORY

Michelin stars are considered as the hallmark of fine dining by many of the world's chefs and gastronomy enthusiasts. Stature, excellence and unbelievable food are the three words associated with a 'Michelin star restaurant' and is the best way to earn instant global recognition. It was in 1926 that restaurants were first awarded Michelin stars. The three-star rating system used today was developed in 1931. It is not easy to achieve the stars and recipients who get awarded with Michelin stars gain enormous respect because only the best of the best restaurants have a chance at competing for it. Winning or losing a Michelin star can make or break a restaurant's reputation or business.

The millennials' approach to eating out is based on many factors. It includes not only the need to eat out frequently but

also, on special occasions and they are particular about what they eat. They conduct thorough research of their options including details such as the restaurant's ambience and the quality of food before deciding where to dine. Peer recommendations on what to eat and the best place to dine also plays an important role. Often, after intense survey of all the options, customers are disappointed with the quality of food and service. A fool proof method where the quality of food is judged and published is a great way to avoid dissatisfaction. The awarding of Michelin Stars is a worldwide trusted restaurant rating system. Restaurants around the world consider it an honour to be graded for their level of service quality through this system.

The origin of Michelin is an interesting fact. Originally a French



The Michelin Brothers André and Édouard

tyre manufacturer based in Clermont-Ferrand in the Auvergne region of France, Michelin in the 1900s began publishing the 'Michelin Guide', a travel guide in Europe encouraging enthusiasts to drive to local attractions. The guide also included details of dining options and the best meals available along the travel route. Unexpectedly, the guide soon became more popular for the dining options it provided for motorists. What started as a brilliant PR exercise for French Michelin brothers André and Édouard, has evolved into the highest goal for talented chefs. At a time when very few people ventured out on road trips and depended on guides for information on routes to take and refill stations be it for the vehicle or the driver, the Michelin brothers' goal was to encourage people to take the initiative to explore new locations and on their own and of course in the process also to buy their tyres and boost their sales.

One of the great awards from a chef's point of view are Michelin stars. The ultimate is three Michelin stars. For example, Gordon Ramsey has three Michelin stars. Having one Michelin star is a big deal, two is incredible and having three puts you in a bracket of maybe 30 chefs worldwide.

Paul Rankin - QUOTESTATS.COM

<https://quotestats.com/topic/michelin-star-quotes/>

COVER STORY

The bucket list of foodies across the globe would certainly feature dining at a Michelin starred restaurant. Michelin star chefs have a phenomenal number of followers and are as much celebrities as are cricketers, film stars or musicians. Culinary tourism which involves travelling for discovering and exploring food has received a boost due to the popularity of Michelin starred restaurants. The Michels identified this rise in demand as a need to create a team of inspectors hired to visit and rate restaurants. The rating has 3 categories, the same being followed even today. The Michelin rating system awarded one star to a “very good restaurant”, two stars to “excellent cooking that is worth a detour”, and three stars to restaurants with “exceptional cuisine that is worth a special journey.” In addition, there is another award called “Bib Gourmand” for restaurants that serve high quality food at affordable prices.

Since the first award was bestowed, the popularity of the Michelin Star concept has spread across the globe. As of today, 30 regions spread across 3 continents actively utilize the Michelin grading system. A grand total of about 121 restaurants have been awarded 3 Michelin

Stars. Tokyo leads the list with 29 restaurants, 27 are in France and 14 in the USA. At the time of writing this article, India does not feature in the list of awardees due to the absence of a Michelin guide. Nonetheless, India’s neighbouring countries such as Singapore, Hong Kong and Thailand, all have Michelin Guides. With the evolution of the profile of the Indian customer, chefs and restaurateurs are involved in catering to the shift with the hope of India getting a Michelin Guide and receiving stars. One of the most iconic places to dine out in Singapore today is ‘The Song of India’ which in march 2019, became the first Indian restaurant in Singapore to receive a Michelin star.



<https://www.quandoo.sg/place/song-of-india-19644>

Manjunath Mural



Awarded for the Singapore based ‘The Song of India’ in 2016

India is yet to receive a Michelin guide, making its restaurants and chefs eligible for Michelin stars but that hasn’t stopped Indian chefs from achieving that honour overseas. Below are the beloved Indian chefs who have been awarded Michelin stars including Garima Arora, making us immensely proud. All the restaurants are not operational now but the chefs are still doing great work in other restaurants.

Gaggan Anand



Awarded for the Bangkok based ‘Gaggan’ in 2015 to 2018

[https://en.wikipedia.org/wiki/Gaggan_\(restaurant\)](https://en.wikipedia.org/wiki/Gaggan_(restaurant))

Garima Arora



Awarded for Bangkok based restaurant Gaa in 2018.

<https://www.femina.in/trending/achievers/garima-arora-is-indias-first-michelin-star-woman-chef-139704.html>

Vineet Bhatia



Awarded for the London-located restaurant Zaika in 2001.

Alfred Prasad



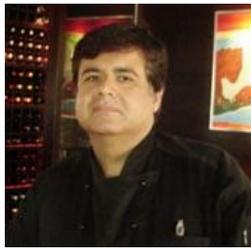
Awarded for Tamarind of Mayfair in 2002.

Atul Kocchar



Awarded for Tamarind, London in 2001 and for his own venture Benaras in 2007.

Karunesh Khanna:



Awarded for Amaya, London in 2006.

Sriram Aylur:



Awarded for Quilon, London in 2008.

Vikas Khanna:



Awarded for the Junoon restaurant for three consecutive years since 2012.

<http://gastroutes.com/top-7-indian-chefs-received-michelin-stars/>

The Process of Awarding Michelin Stars

The concept of awarding Michelin stars encourages talented chefs to vie for stars, but stars are awarded to restaurants and not individual chefs. This is a good opportunity for chefs, who may be running more than one restaurant to win more than three stars even though the maximum stars awarded to a single restaurant is three. The late chef Joël Robuchon holds the record for most Michelin stars by an individual chef with an inspiring total of thirty-two stars. But winning a star requires meeting the Michelin standards, and a majority of the restaurants do not make the grade and are usually awarded zero stars.

Michelin inspectors care only about the quality of their food and service. There exists a possibility that a chef/restaurant could be awarded a star, and lose it the very next year. A chef/restaurant might also encounter a downgrading in the number of stars they hold if expected standards are not maintained. Interestingly, restaurant reviews by the 'New York Times' is seen to be more influential than the Michelin Star. Several Michelin starred restaurants have shut down because of poor reviews by 'The

Times'.

Unlike other restaurant review systems, Michelin star ratings do not depend on customer feedback for awarding the stars but on anonymous reviewers called inspectors. The inspectors appointed by Michelin, who undergo certified training, are not allowed to speak to the press and are even asked to keep it a secret from their families. The chefs are clueless about any visit by the inspectors and have to ensure that they are consistent with the quality of food and the standards of service. The inspector visits the restaurant several times before writing a report and they are able to be completely objective because of the confidentiality.

The criteria for judging focuses on elements like the quality of the cooking ingredients, mastery of culinary techniques and methods, presentation of food and of course, the taste of the food and are identical for every restaurant. Restaurant design, decor or atmosphere are not relevant to the awarding of stars, but comfort and quality of service are considered. Without any doubt, the standard of cuisine is the most important consideration in the rating process of awarding Michelin stars.

COVER STORY

Michelin Starred Restaurants around the world

Azurmendi Restaurant – Spain



<https://www.theworlds50best.com/the-list/11-20/Azurmendi.html>

Alinea Restaurant – Chicago



[https://en.wikipedia.org/wiki/Alinea_\(restaurant\)#/media/File:Alinea_-_exterior.jpg](https://en.wikipedia.org/wiki/Alinea_(restaurant)#/media/File:Alinea_-_exterior.jpg)

Canon – Sacramento



<https://www.bringingthome.com/wheretoeat-1/2019/2/18/canon-east-in-sacramento-california>

Per Se Restaurant – New York



<https://parentonline.com/blog/home/one-of-the-best-restaurants-in-new-york-city-per-se/>

Eleven Madison Park – New York



<http://www.followmefoodie.com/2014/03/new-york-an-interview-with-daniel-humm-dining-at-eleven-madison-park/>

Trailblazer Tavern – San Francisco



<https://sf.eater.com/2018/12/3/18124444/trailblazer-tavern-hawaiian-michael-mina-salesforce-san-francisco-open-photos-menu>

Robuchon Au Dome Restaurant – Macau



<https://www.forbestravelguide.com/restaurants/macau-china/robuchon-au-dome>

The Restaurant at Meadowood – California



<https://www.forbestravelguide.com/restaurants/napa-california/the-restaurant-at-meadowood>

La Calenda – Washington



<https://www.sfchronicle.com/food/article/From-Tanya-Holland-to-Thomas-Keller-The-Bay-13727280.php>

The Fat Duck Restaurant – UK



<https://www.telegraph.co.uk/food-and-drink/restaurants/the-fat-duck-tell-me-heston---can-any-meal-really-be-worth-255/>

Cheval Blanc – Switzerland



<https://www.threestarepicure.com/blog/2016/5/22/le-cheval-blanc>

SingleThread Farms Restaurant & Inn, Healdsburg

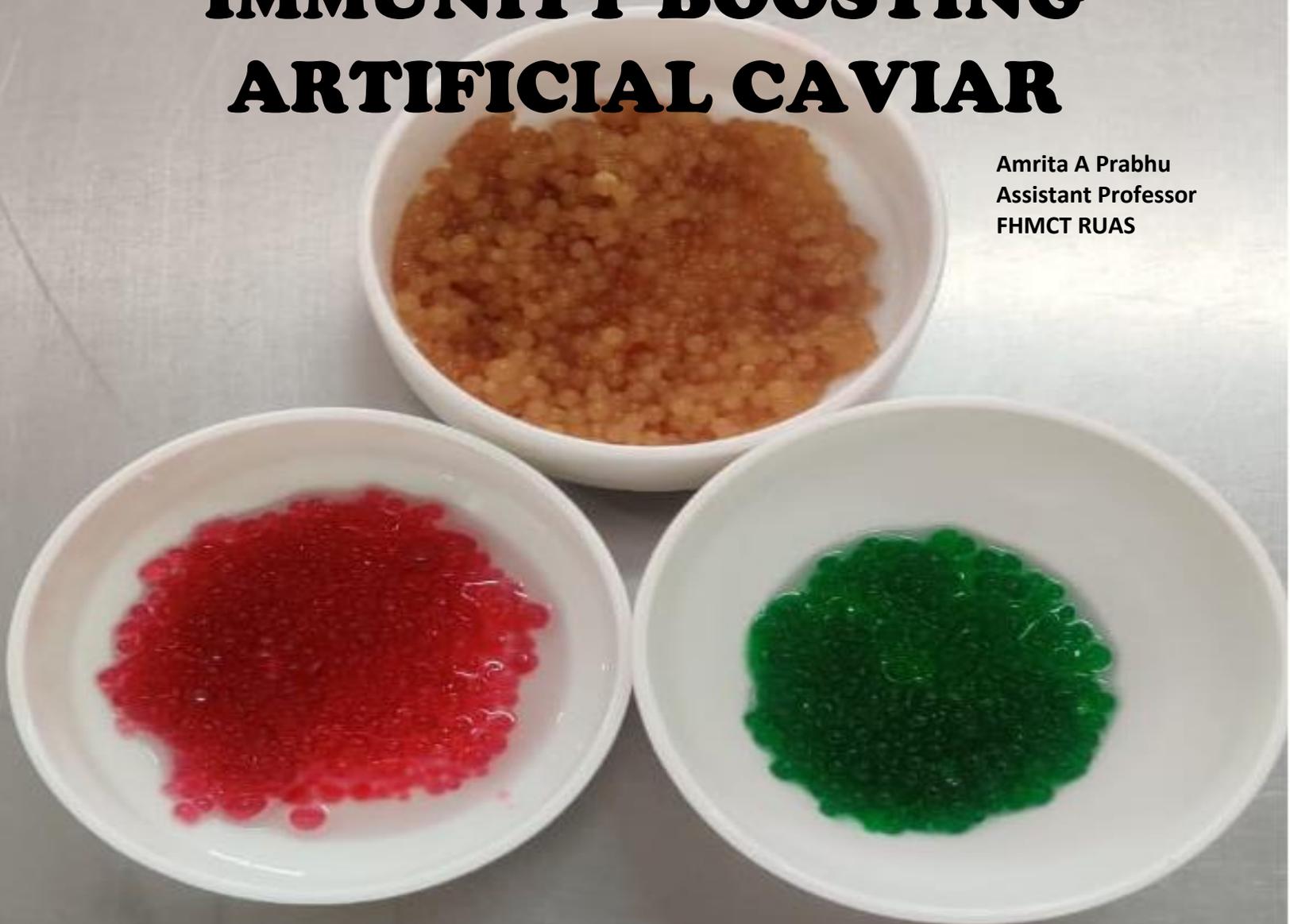


<https://www.sonomacounty.com/articles/michelin-stars>

<https://trulyexperiences.com/blog/decorated-michelin-star-chefs-still-business/>
<https://www.telegraph.co.uk/travel/maps-and-graphics/map-michelin-star-restaurants-countries-with-the-most/>
<https://www.finedininglovers.com/article/what-are-michelin-stars>
<https://traveltriangle.com/blog/michelin-rated-restaurants-around-the-world/>
<https://www.posist.com/restaurant-times/features/michelin-star-in-india.html>

IMMUNITY BOOSTING ARTIFICIAL CAVIAR

Amrita A Prabhu
Assistant Professor
FHMCT RUAS



Research Credit:

Chef. Nagarekha Palli, Assistant Professor, FHMCT RUAS

Nithish Kumar Pasupuleti, Jensen James, Neha B R and Ajith Gowda of BHM Batch 2017, FHMCT RUAS

'Caviar' is a delicacy commonly consumed as garnish or spread. It has become synonymous with an extravagant and elite dining experience. This could probably be attributed to the cost factor of the product. Traditionally, the term caviar refers only to roe from wild sturgeon found in the Caspian Sea and the Black Sea.

The word 'caviar' is derived from

the Greek word for egg 'avyron' or from the Persian word 'havia' which translates as 'fish roe'. Persians are known to be the first to consume sturgeon eggs from the Caspian Sea. The seafaring populations of antiquity had good knowledge of the white sturgeon, but the 'caviar' obtained from their eggs did not make a culinary appearance until the 9th century.

The Tsars of Russia are also known to serve it at their lavish imperial banquets. European countries gradually began to show interest in caviar as a delicacy much later, however it was always reserved for the social elite.

The over-the-top expense connected to 'caviar' led to the appearance of roe from other

FOOD AS AN IMMUNITY BOOSTER

fish such as salmon, herring etc. being served in its place at an affordable price. This is referred to as artificial caviar. For several years now, the production and service of artificial caviar has flourished, particularly in countries such as Spain, Russia and Japan.

The possibilities of artificial caviar production multiplied exponentially with the discovery of spherification as a part of molecular gastronomy. A culinary process designed to provide shape to liquids with the help of chemicals in order to make it resemble sturgeon roe.

This process made it possible for any liquid irrespective of its source to be presented as colourful and attractive edible pearls, leading to a multifold increase in the options of food plating and presentation.

Once the process was learnt and perfected, artificial caviar became a regular component of molecular gastronomy themed restaurant menus.

The challenge now is in creating artificial caviar without the use of chemicals, at the same time using liquids which naturally have a good nutritive content and also possess promotable health benefits.

Immunity boosting artificial caviar is made from edible plant extracts with natural colour and flavoring agents and without the use of chemical agents.

The ingredients selected in the preparation of Immunity boosting artificial caviar are

1. Extract of *Cissus quadrangularis* commonly known as 'nalleri' in telugu or 'vajravalli' in kannada. It is an amendment creeper rich in vitamin A, C, E and iron. It is a strong antioxidant.
2. Kokum fruit extract which has good antioxidant properties and helps in immunity boosting.
3. Extract of the Bijora fruit, a member of the citrus family and hence very rich in vitamin C with immune boosting properties.
4. Selected Indian spices with medicinal properties are used as flavorings agents.

The extracts of these fruits were combined through trial and error to arrive at a final proportion aimed to achieve acceptability in its taste.



Cissus Qudrangularius

It was then subjected to the spherification process with the use of a natural stabilizing agent to ensure that the desired shape and structure was achieved. The resulting caviar was found to have several defining properties.

Apart from the satisfying appearance, it was found to have rich nutritional content with high immunity boosting properties when consumed regularly over a period of a few months.

In the current world scenario, there is a primary necessity to improve our overall immunity. The COVID-19 pandemic has taught us all the need to maintain good immunity levels through regular consumption of appropriate immune boosters.

In addition to the natural ingredients which allow us to fulfill this requirement, immunity boosting artificial caviar presents itself as a pleasant and unique culinary medium to achieve this goal.



Final Blend used to make Caviar

MALT

THE HUMBLE SUPER FOOD

Chef. Neena Joshi
Associate Dean and Academic
Head, FHMCT RUAS

and

Chef. Nagarekha Palli,
Assistant Professor,
FHMCT RUAS



PROMOTION OF LOCAL FOODS

'Barley malt has a really deep, rich taste. A lot of manufacturers have switched over to corn syrup over the years because it is economical, and it doesn't have the flavour of malt'

Quote by Nell Newman

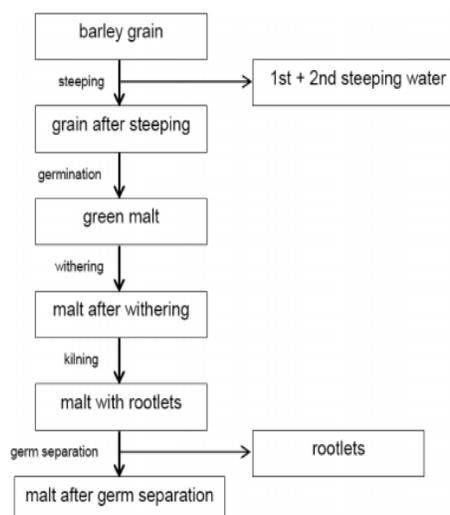
Awareness and use of malt can be traced back to ancient Egyptian civilisation, yet it has largely become a "forgotten ingredient" and the real worth of this humble super food has been underestimated.

The 21st century is identified by the quest of healthy and nutritious super foods. From soya to coconut, berries and nuts the list is endless. Hidden among all these nutrient rich treasures offered by nature lies the humble malt. It is a sort of cereal grain, like barley, that has undergone the malting process.

The cereal grain is allowed to sprout and germinate after being soaked in water but further germination is prevented by hot air drying. During this process certain enzymes that produce shorter chains of sugars are developed. Other enzymes produced during this process help break the proteins within the grain into smaller amino acids that may be employed by the yeast. People with the need for energy boosting nutrients regularly could consume malt for its beneficial properties. Malt is potentially a rich source of starch, essential amino acids, enzymes, minerals and mainly B vitamins, including folate, niacin,

riboflavin, thiamine and pyridoxine. B vitamins are vital for converting the carbohydrates, fat and protein present in food into energy. The sweet nutty flavour of malt makes it a suitable ingredient for a wide range of food products

Malt is truly versatile and is found in different products, including vinegar, beer, cereals and more. And although it's been traditionally used as a sweetener and flavour-enhancer, some research has found that swapping the sugar for malt extract could enhance the nutritive value of any diet and has several health benefits, including improvements in mood, heart health and digestion.



https://www.researchgate.net/publication/292142869_Fate_of_Fusarium_Toxins_during_the_Malting_Pro

Steeping

Steeping is where the grains are soaked in water to increase the moisture content in the grains. The method of germination starts here and the roots start to emerge from the seed. This normally takes about two days

Germination

Germination is when the grains

start growing under a measured environment. The grains are spread out in a large area to naturally germinate. The grains are raked periodically, once every few hours to air the grains and to prevent overheating the grain. Germination allows the assembly of the enzymes required to naturally break down the starch kernels into sugars.

Kilning

The final step is drying and kilning the germinated grains. This is done after the grains have fully modified in the germination process. The grains are put in a large kiln and dried completely, preventing excessive growth of the germinated grains. After drying completely, they are heated to permit the development of colour and flavours. Processing at for different amounts of time at different temperatures create many types of malts!

Roasting

When a malted grain is roasted, it undergoes a sequence of chemical changes called 'the Maillard Reaction'. This is a non-enzymatic reaction which is the cause for browning of bread crust, sizzling crust of meat and unique flavour of toasted marshmallows. The melanoidins produced during the Maillard Reaction add dark colours and toasty flavours to a wide range of food products. Grain moisture, roasting temperature, and roasting time are the three factors that influence the colours and flavours produced by

PROMOTION OF LOCAL FOODS

roasting.

Dry Roasting vs Wet Roasting

Dry roasting produces drier, sharper, toastier flavours with reduced core sweetness. In wet roasting, the moisture content of the grains being roasted influences the browning process by enhancing the Maillard Reaction and produces richer, maltier, sweeter caramel-like flavours.

Roasting Temperature and Time

Varying times and temperatures are used to roast malts to get different results. The temperatures for roasting malt grains range from 93°C to 204°C. The colour of the grain is subject to the temperature and time, an extended roasting time produces darker roasted malts, especially at higher temperatures. The size of the grain is also a factor because smaller grains will take lesser time to roast than larger grains, and dry grains will take lesser time than wet grains

Health Benefits of Malt

Rich in B Vitamins

Malt is a nutrient dense food with a rich source of B vitamins, and malt extract increases the B-vitamin content of the beverages it's used in — including folate, niacin, riboflavin, thiamine, and vitamin B6 which helps the human body in digesting the carbs, protein, and fat in food for producing energy. The other benefits of vitamin B is regulating appetite, promoting good vision and keeping skin healthy.

Rich in essential Amino Acids

Malt extract is a rich source of essential amino acids, which is required by the body to build proteins and synthesise hormones. While malt extract beverages cannot be considered a major source of protein, they do provide a significant amount of these vital nutrients, enhancing overall intake of essential amino acids.

Good for the Bones

Malt boosts the intake of calcium which is important for bone health.

Malt drinks, in addition to calcium also contain phosphorus and magnesium, which are also important minerals that help keep bones healthy and strong. The primary structure of bones is made up of these three minerals while magnesium also regulates the hormones responsible for mineral metabolism.

Factors to be considered

Malt extract beverages acts as great supplement but cannot be used as a primary source of health promoting nutrients. It is suggested that they should be consumed as a supplement to the regular healthy diet to ensure that the body gets the much-needed nutrients from diverse sources.

Many commercial malt extract drinks marketed and sold as 'being a great source of nutrients' may contain a high sugar content and low in protein building nutrients.

Bagels



Cookies



PROMOTION OF LOCAL FOODS

Reasons to Include Malt in the Diet

Athletic Recovery: Athletes rely on malt-based drinks to replenish and recover from physical activity induced trauma and muscle strain

Boosts Happiness: Malt extract contains Hordenine, which is believed to activate the brain's reward centre (dopamine D2 receptor), initiating the "feel-good" effect on humans

Sweetener of Substance: Malt is often used as a sweetener of beverages and other food products, malt extract is a useful ingredient that acts as a good source of antioxidants, essential amino acids, minerals and vitamins and is not an empty sugar.

Supports Digestive Health: Malt is a rich source of soluble fiber, and enhances overall health, prevents illness, and promotes essential nutrient absorption by

improving digestion due to the optimising of good bacteria and minimising of bad bacteria

Promotes Heart Health: Malt extract is a healthy mix which is good for the heart. It contains nutrients like fibre, potassium, folate, and vitamin B6, which have cholesterol lowering properties and helps in significantly decreasing the risk of cardiac disease.

Culinary Uses of Malt Extracts

From the above stages of malt manufacture we know that malt refers to grains that have undergone the process of sprouting, drying and grinding that gives a slightly sweet powder referred to as malt or sweet meal. It tastes sweet because maltodextrine, a type of sugar is developed in addition to the already existing sucrose and fructose, making it sweet to taste. The result is a sweet, protein-rich, fermenting product, which can be used in to name a few, baking,

candy making, distilling liquor, enriching bread flour, brewing vinegar, and supplementing milk beverages.

Malt is available in two forms, Diastatic malt, which contains active enzymes from the sprouting grain and, which does not contain the active enzymes.

Diastatic malt is used to break down the starch in fermented bread dough, converts it to maltose sugar for the yeast to feed on and enabling the dough to rise, especially in breads that need a longer time for preparation and fermentation to happen, such as sourdough. This malt gives an improved flavor, a finer crumb, more nutrition, a tasty bread, and a golden-brown crust appearance. On the other hand, the non-diastatic malt is preferred as a sweetening agent and gives baked products and cereals a shinier look, more flavor, and a softer more uniform crumb.

Gruel



Halva



PROMOTION OF LOCAL FOODS

An Easy Recipe for You

Wheat Malt Laddu

Ingredients:

Malt powder	50g
Ghee	25g
Sugar, powdered	25g
Cashew nuts	3-4no
Raisins	3-4no
Milk	2tbsp

Method:

1. Clean raisins and cashew nuts and chop it
2. Heat ghee in a cooking pan and add the cashews and raisins
3. Once the nuts are lightly browned, add malt powder and remove from heat
4. Mix in powdered sugar and milk quickly
5. Divide into five to six portions and shape them while it is hot



Bread



<https://depositphotos.com/183318960/stock-photo-homemade-farm-malt-bread-malt.html>

Granola



<https://www.justapinch.com/recipes/snack/other-snack/chocolate-malted-granola-bars.html>

Significance and Promotion of Local Foods, Through Progressive Indian Recipe Development

Harshitha B, Abhishek Gowda, Aditya Vignesh and Arjun G H
BHM Batch 2017, FHMCT RUAS



PROMOTION OF LOCAL FOODS

Now a days, everywhere you see a new budding chef in modern cuisine who creates and promotes a signature dish. Usually, this is a humble dish from a simple household that has been turned into something one would find only in a fine dining restaurant. Sadly, these efforts don't help as much in promoting local foods as expected, probable due to the fact that while recreating the original dish, somewhere its authenticity is lost.

Local foods are those that have been a part of the local culture for many generations. Some remain forever while others are lost in time. The best examples for local foods that are still consumed regularly are the famous street foods. Everyone loves a warm Masala Puri or a mouth-watering Pani puri.

But no one wonders how long it has existed or who started it.

While these dishes may never be forgotten, humble curries and other simpler dishes that were born in small households many years ago have been long forgotten, the simplest reason being that the recipe wasn't passed down through generations.

Another factor that has made the survival of local dishes difficult is the evolution in the preferences of individuals. Many of us now prefer eating fast food or something that isn't Indian. There may come a day when children think that burgers and pizzas are native to India.

Speaking again of our budding chefs making an effort to save local delicacies from extinction but in the process damaging the

originality, the best way to ensure that their efforts don't go in vain is introducing these local dishes as they are meant to be. This would help in the promotion of these local foods without loss of originality and without fear of their extinction.

Progressive Indian cuisine or Modern Indian cuisine is an effort towards keeping our culture alive through dishes that are made while incorporating the various methods and elements used in other cuisines.

Chef Gaggan Anand is a very prominent name that comes to mind when this cuisine is spoken about. While giving complete credit to his achievements in this area of expertise, there seems to still be a lot that is left unexplored.



Paneer with Heirloom Green Tomato sauce



Elephant Foot Yam Chaat with Yoghurt foam



Ceviche with Coorg orange and gun powder spice

PROMOTION OF LOCAL FOODS

Delicacies such as Palak Paneer, Butter Chicken, Rasam, Biryani, Idly, Parotta and Buttermilk are well known to every Indian irrespective of region. But would the North Indians know what 'Avarekaalu' is? Would the South Indians know what Solkadhi is? Avarekaalu being a staple of Karnataka is not seen in majority of the fine dining hotels, even though we have an entire food festival dedicated to Avarekaalu

where a variety of dishes are prepared based completely on this one ingredient. Why shouldn't this be included or highlighted in hotels? It is ideal to introduce this staple to travellers visiting Karnataka from other states or countries. Solkadhi is a beautiful digestive drink or curry made from Kokam and Coconut. This could be the next best thing to Buttermilk or Majjige as Kannadigas call it. There is so much that we Indians are

unaware of about the cuisine and culture of our neighbouring states and there is so much that one can learn and teach. Progressive Indian cuisine is a great way to ensure that all these beautiful local delicacies survive and appear repeatedly in our cooking. This may help the generations to come in identifying with the roots of our rich culinary culture.



Lamb Taco with kalpasi spice served with Jowar Tortilla and Charred Ginger Salsa



Cranberry Rasagulla with Saffron whipped cream and Rabri

Unique Dining Experience - En route to "Wow" Factor

Raghavendra T
Assistant Professor
FHMCT RUAS



<https://maldives-magazine.com/dining/10-romantic-dining-experiences.htm>

When it comes to dining experiences, several innovative ideas have emerged and have been implemented around the world. A culinary experience from the guests' point of view, isn't limited to traditional restaurant settings on special occasions.

As a guest, one can chose among dining under 'a starry night's sky' painted dome, on a terrace

overlooking a romantic view across the lake, on a private balcony of the guest room served by a personal butler or a candle lit pool side table with the stars above.

It seems present day guests aren't interested in only enjoying a delicious meal. The demand for an unusual dining experience is driving the restaurant management to create unique dining experience concepts which

are not commonly found in restaurants.

'Unique Dining Experience' is being pampered by personalized service of well-trained staff with a choice of lavish and unique set menus.

This service is not about just serving food, instead it aims at creating lasting memories and a never before feel with the motto

'WOW' FACTOR IN HOSPITALITY SERVICES

of no longer "What We Offer but What Do You Want to Experience".

Most of the luxury resorts and palace hotels offer these services to newly-wed couples where, the entire dining experience is completely private and tailor – made with exceptional ambience, exclusively crafted menus designed by the chef, meals prepared with handpicked exotic ingredients paired with premium wine labels and customized gifts as a take away. The unique dining experience is all about getting something that isn't readily available to all. That's what makes it special.

Guests with higher disposable incomes have been exposed to a variety of luxurious experiences and they want more than just good food and service. Listening actively to these guests allows hotels to refresh and update their services and experiences.

The unique dining experience will aid these guests to take special dining to next level through a series of courses, where each entails a series of surprises. The unique dining experience is often recommended at tented resorts located in National parks where private bush dinner can be arranged in a secluded spot in the wilderness, with a personal chef and regional musicians offering a customized menu and entertainment beneath the stars.

Luxury resorts in the Maldives with the world-famed powdery

sands, deserted pearl strung islands and charms naturally catapults the guest into a magnificent dining experience. These resorts embrace the beauty of the nature in the dining experience by setting up the dining tables in the heart of the islands witnessing breath-taking panoramic views of the Ocean.

Spectacular views integrated with a delicious meal crafted by a personal chef and served by the personal butler are the signature ingredients for the success of the unique dining experience. This dining style is perfect for honeymoon couples, guests celebrating a special occasion, or for surprising a loved one where dining and romance go hand in hand and the love is well and truly shared by creating an experience to remember. Unique dining options are usually offered to in-house guests and currently most of the properties in India are offering it to non-resident guests as well with the intention of increasing the

revenue of the food and beverage service department.

Advance bookings are however, a necessity since services can be planned and implemented only based on availability. What sets these dining experience apart from the usual five-star service is detailing and distinctiveness to suit the guest's taste and the hotel management is willing to go to any length to make these services exclusive.

Some of the best destinations for unique dining experience in India are:

- Taj Falaknuma Palace, Hyderabad
- Taj Lake Palace, Udaipur
- Taj Ummaid Bhawan Palace, Jodhpur
- Oberoi Udaivilas, Udaipur
- Oberoi Amarvilas, Agra
- Oberoi Vanyavilas, Ranthambhore
- JW Marriott Mussoorie
- Aman-I-Khas, Ranthambhore



<https://evibe.in/blog/2017/12/22/unique-candlelight-dinner-experiences-loving-couple-hyderabad/>



Photo Credit: JOAT@ Shutterstock

Atithi Devo Bhava: A Reality Check

The Cooking Bard

John Zacharian, BHM Batch 2020, FHMCT, RUAS

“Strangers are Friends you haven’t met yet.”

Originating from Sanskrit, the dictionary definition of the word “Atithi” is “a person entitled to hospitality”. I quite feel that the word “Atithi” is rooted in the Indian culture and is binding India, or perhaps even the world as one. There is much empathy and trust in hospitality. Perhaps, “Atithi” is opposite to its English meaning of “Guest”.

Since a guest is merely an invitee, i.e., one expects and prepares oneself for their arrival; whereas

Atithi in the Indian context, is someone or anyone for that matter, who arrives without prior notice. Where “Atithi” literally means “without a date and time”, “Tithi” is meaning with a date and time.

It is the host’s responsibility and selfless duty, according to the Indian culture and tradition, to take good care of the “Atithi”. After all, each one of us would have been an “Atithi” at least once in our lives, if not more.

Hence, we are entitled to give and receive hospitality.

Since early childhood, we’ve been taught that when guests come home, they ought to be treated with utmost sincerity, loyalty, respect and love ensuring that their time with us is memorable. In fact, I personally get so excited when I get to know that we’re going to have guests dine with us and even more so if we’ll be spending a night together.

'WOW' FACTOR IN HOSPITALITY SERVICES

The whole atmosphere at home changes when we have an Atithi with us. "Atithi Devo Bhava" is ingrained in the Indian culture, in us.

If "Atithi Devo Bhava" could be translated into a gesture, it sure is the one in the picture. Known as the symbol of "Namaste", it is a gesture in which an individual with palms facing each other towards one's face and in front of one's chest, greets another individual. Usually there is a slight bow too. According to me, it conveys a message of humility and humbleness, even though it is also being used in a sycophantic way. Above all, it is the pleasant smile that bolsters the gesture as a whole. Though the gesture originated in South Asia, its wave has hit the shores of both the West and the East.

By the way, this doesn't mean in any way that the guest must be welcomed only with this gesture. All in all, its meek, deferential and modest poise, does make it a wholesome symbol for hospitality.

The Hospitality Industry, which is the world's most colossal and developing industry, unceasingly continues to put its guests in awe. We've all witnessed the hair-pin shift in the industry during this uncertain COVID 19 pandemic and how creatively they've been coping with its restraints; which makes one wonder about its immense potential and value in an advancing "modern society".



And that dear reader, is one of kindness. the many wide ways the tagline of "Atithi Devo Bhava" has been adding to the "wow" factor in the hospitality industry.

However, whether you and I agree or not, the original philosophy of "Atithi Devo Bhava" is more seen in the Rural society than in the Urban one. Given the disturbing reality where at times, guests haven't been trustworthy nor the hosts quite welcoming. Thus, at the end of the day, it boils down to basic values of trust, respect and

kindness. The prominence of "Atithi Devo Bhava" can very much be felt in the Middle East; considering the fact that the Arabs have been known for their iconic hospitality. Last but not the least, let's not restrict the love and kindness to only the "Atithi", but also embalm it to our fellow human beings irrespective of our conflicting ideologies and identities.

LOVE OVER FEAR

Hotel Operations & Customer Strategic Excellence through the Data Analytics

Hansh Raj
MBA – HM, Batch 2019
FHMCT, RUAS



'WOW' FACTOR IN HOSPITALITY SERVICES

Around the globe data analytics for any business is more important today than ever before. In a highly competitive business environment data analytics provides an edge to the business. Analytical power forces organizations to go from reactive to proactive that not only proves advantageous in situations of crisis but also ensures preparedness for future possibilities.

With reference to the hotel industry, data analytics refers to techniques which could be used to increase productivity, occupancy rates and yield, incorporating different marketing strategies. With the help of data analytics, hotels can easily categorize customers according to their behaviour and booking trends. For hotels, it is very important to understand customer behaviour, preferences, purchase trends and potential customers expectations to increase brand loyalty. In order to maximize profits, hotels encourage and give preferences to regular customers by offering loyalty benefits. For example, as a strategy to increase revenue, a hotel always targets customers who are likely to spend more on spa and other ancillary services rather than customers who only stay for one night.

Data analytics is truly a game changer and provides limitless

opportunities to a business. For hotel organizations, analytics is a powerful tool to be used in decision and policy making. There are two types of data analytics: -

Descriptive analytics, a traditional form which analyses business history/past trend data to create reports of daily operations.

Predictive analytics, a complex form than analyses past trends and offers a probable prediction of the future. For example, a prediction of the upcoming week's occupancy through analysis of past trends. It provides valuable insights that aid in the construction of the business strategy of the organization.

Achieving optimal revenue through data analytics

Effective Market Segmentation

- Analysing of past data allows hotels to understand the behaviour and preferences of a customer.
- Data analytics helps hotels to categorize their customer market segments.
- With the help of this segmentation hotels know the right customer to target for sales and marketing.

Pricing Strategies

- Analysing demand trends and booking patterns helps to set dynamic pricing.
- Real-time data helps hotels to create packages and offer them to the right customers.

- Based on real-time data analytics hotels adopt an appropriate pricing strategy.

Booking Channels

- Data analytics looks at the different modes of booking channel and figures the right channel to formulate the right marketing strategy.

Inventory Management

- Effective inventory improves order capacity and decreases loss of revenue.
- Keeps a check on supply real-time data analytics.

Demand Forecasting

- Demand forecasting analysis is very important for dynamic pricing strategies, revenue and inventory management to achieve high accuracy in revenue forecasting.

Data analytics can be used by hotels to provide an excellent customer experience.

Awareness of customer behaviour, booking style and need preferences, provides hoteliers with valuable insight for long term planning. As technology advances, data analytics provides new insights to hotels and enables them to implement new and improved revenue strategies to boost their business and enhance customer satisfaction.

Caryota Urens

The Dynamic Toddy

Palm

Barirah A Kasim, Bijesh S, Godwin T Tharakan and Aishwarya R
BHM Batch 2017, FHMCT, RUAS



NEW NORMAL ENTREPRENEURIAL OPPORTUNITIES

Caryota Urens is commonly known as Jaggary palm. It has several other names such as Fishtail Palm, Toddy Palm, Wine Palm etc. It is a solitary-stemmed, evergreen palm that grows up to 20 metres in height. The straight, unbranched stem, which can be 30cm in diameter, is topped by a rosette of large gracefully curved leaves that can each be up to 6 metres long. It is a fast-growing feather palm that makes a beautiful addition to the landscape.

In the fields and rainforest of Sri Lanka, India, Myanmar and Malaysia Caryota Urens are grown. They are the species of flowering plant of the palm family. The trimmed and dried leaves of caryota Urens are used for making fishing rods.

Uses of Caryota Urens

- The pulp of the plant and the leaf can be given as food to Elephants.
- In Cambodia, leaves of Caryota Urens are used for basketry as they have strong fibres.
- Sago can be made from the starch content of the trunk.
- The trunks of the trees are also used in construction of buildings.
- The Cambodians cut the stalks to make sugar as the fruit is very sweet and pleasant
- The fruits are later on turned into wine.
- When the plant is young it can be placed indoors as an interior plant.
- Brooms, brushes and ropes are made from very strong,

fine, soft and durable fibre which is from leaf base of this plant.

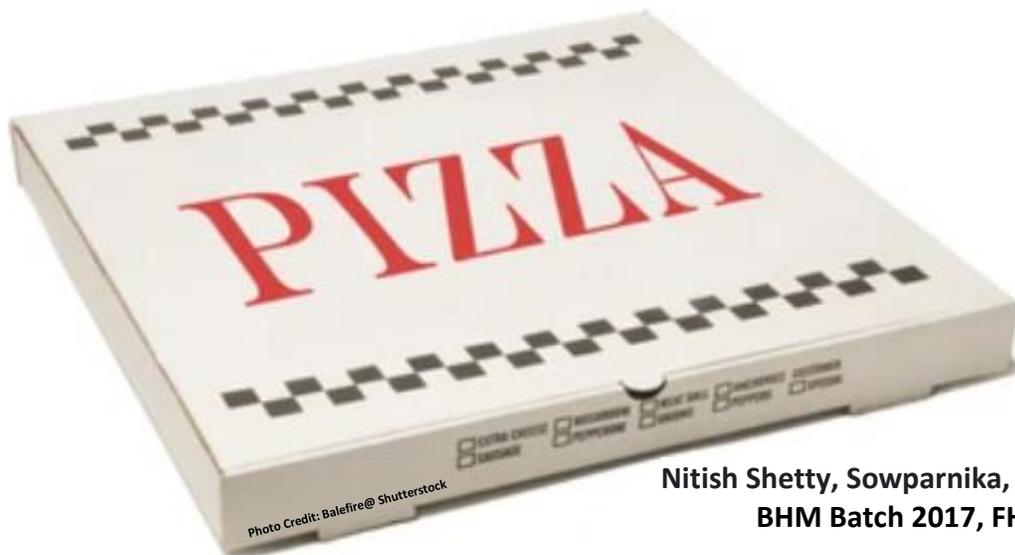
Benefits of Caryota Urens

- It is an antioxidant with anti-diabetic properties.
- A porridge prepared from the seed flour is recommended by physicians for gastric problems, ulcers, migraine headaches, rheumatic swellings and snake-bite poisoning.
- Tooth ailments can be treated by the root of the Caryota Urens.
- The bark and seed are utilized to treat boils.

- The delicate blossoms are utilized for advancing hair development.

Apart from the existing benefits, an investigation was conducted on vinegar extracted from Palm toddy (Caryota Urens) to study its culinary benefits and advantages. Palm toddy vinegar was made using characteristic aging strategies. The product was used as an ingredient in several common dishes to assess its acceptability. The intention of this project was to venture into making 100% natural vinegar out of Caryota Urens which has numerous medical properties and to market this product locally.





Nitish Shetty, Sowparnika, Uday and Nishanth
BHM Batch 2017, FHMCT, RUAS

STEAM ABSORBENT PIZZA BOX

Customer satisfaction is the top priority of the food service industry. Food industries aim and focus on achieving this goal by providing customer service of high standards and ensuring that the quality of food being served is maintained.

When we analyse the goal of providing food service of high standards, it is safe to conclude that food packaging plays an important role. In addition, the importance of the packaging material is not to be overlooked. The quality of the food served depends largely on the type of packaging and the packaging material.

With the existence of strict food packaging laws, today packaging material carries its own importance in the market and is expected to retain the goodness of the product while maintaining the freshness and quality.

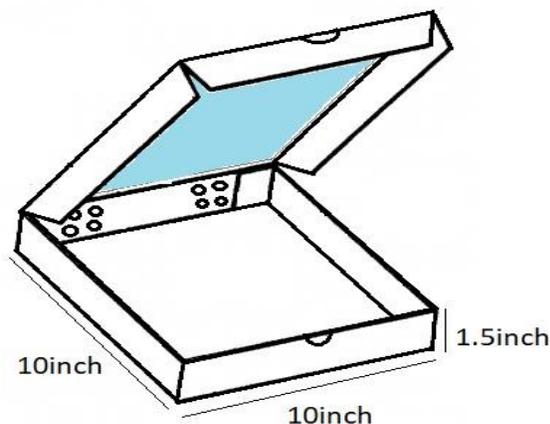
In view of the high degree of convenience, having food delivered to one's doorstep is seemingly becoming more and more popular.

Pizza can be considered as one of the most frequently ordered fast foods. However, it is often observed that by the time it is delivered to the customer, it turns soggy due to the condensation of steam within the box it is packed in.

This is clearly a quality control issue that could be addressed through

the use of the innovative 'Steam Absorbent Pizza Boxes'.

Steam absorbent pizza boxes are specially designed to absorb the excess moisture present in the box. To perform this function, they come fitted with an oxygen scavenger with an added feature of vents strategically placed to prevent sogginess of the pizza while maintaining its freshness until the time of delivery. The aim of this design is to provide customers with fresh, hot and yet crispy crust pizzas.



Pizza box with the absorbent on top

SAFE TRAVEL AND TOURISM PRACTICES

- Gather all travel information of the destination before travel.
- Strictly follow the health safety guidelines as issued by the local authorities.
- Carry home food or packed food or look for food outlets which are following COVID safety norms.

What should an Eco-tourist do?

- Follow all rules and guidelines at the tourist spot.
- Gather all information about the place.
- Remove and carry back your litter from the spot.
- Respect the natural, cultural and holy places.
- Follow local customs and be friendly with locals.
- In conserved areas stay on the trackway.
- Use local guides' services.
- Buy products from locals.
- Look for environment friendly tour operators
- If planning to stay over, look for home stays or eco-accommodations.
- Carry reusable water containers.
- Ask for permission before taking local's pics

Ecotourism is a good option to travel, enjoy the natural beauty and to heal yourselves psychologically. Surely it could contribute to the revival of the travel and tourism industry. For any natural destination to sustain itself, it needs development in terms of ecotourism principles.

Did You Know ?

"A tree generates ₹5.3 lakhs worth of oxygen; forests are the lungs of nature. So, we need forests, forests don't need us".

Hence it is important to be a responsible as tourists and maintain the beauty of the location as it is. One must avoid littering, rather enjoy the time spent in nature and carry back sweet memories.

Here are some quick getaway natural places in Bangalore:

Turahalli forest, Tree Park - is the upcoming nature's mirror, which is being developed by the Karnataka Forest Department. It is located in off Kanakapura Road, approximately 20 km from the Bangalore city centre.

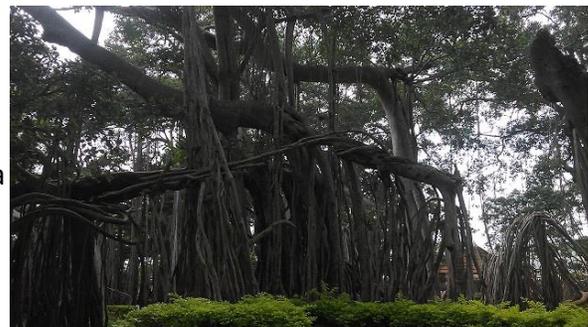
What to see and do at Turahalli Tree Park?

Varieties of birds, forms of



Insect hotel at Turahalli Tree Park, Bangalore

Dodda Alada Mara



granulite rocks of Archean Era (4-2.5 billion years), varieties of flora, Shani temple etc. The insect hotel is a unique concept and a point of tourist attraction. The top point provides a breathtaking view of the city and the forest. One could also get involved in eco-trail, rock climbing and cycling.

Dodda Alada Mara: A 'gigantic' banyan tree about 400 years old, located in Kethohalli in urban Bangalore, approximately 30 km from the Bangalore city centre. It is one of nature's incredible creations that is well maintained by staff and authorities. A fantastic place for a family outing, one can spot monkeys and enjoy the shade of the grand tree.

The other natural places are Coorg, Mysore, Gokarna, coastal areas like Mangalore and many more in Karnataka and in India.



Location : Cherambane

UNEXPLORED ECO-FRIENDLY CAMPING SITES IN COORG

Deekshitha, Harish, Rishabh and Apoorva
BHM Batch 2017, FHMCT, RUAS

SAFE TRAVEL AND TOURISM PRACTICES

While you may not be able to travel the world in the current situation, it is possible to travel short distances to places near you and enjoy tourism.

There are many beautiful places to explore in Karnataka and one of the best places in our opinion is Coorg (Kodagu). Practicing eco-tourism in Coorg is popular as tourists show their love towards nature and follow eco-friendly practices.

When we camp, we begin to realize our contribution and responsibility towards nature particularly in protecting and preserving the natural world for our future generations.

Camping helps us connect with nature and at the same time disconnect from our everyday lives. The outdoors offers us the freedom to explore, to relax and to recharge.

The camping sites in Coorg use reusable plates and glasses which reduces littering and maintains cleanliness. Camping sites reuse water which ensures that products containing chemicals are kept away from the campsite and provide ample nature friendly soap and other cleaning products. Three meals a day and evening snacks are included in the travel package. They tents have foam mattresses and blankets along with camping chairs and tables for a calming experience of being one with nature. One could opt for a two-share or a four-share tent.

The activities offered include fishing, nature walks and board games. Trekking to the waterfalls, soothing tours to the coffee plantations and a bonfire in the evenings can be availed as well. This ensures that the tourists experience a kind of thrill they

never imagined.

Travelling safe and staying in a good place is necessary during this COVID-19 time. Camping sites strictly work under all the pandemic guidelines set by the government.

Camping helps a person elevate their senses and build up their way of life. Tourists visiting the places are expected to help in maintaining hygiene and must follow all eco-friendly practices.

Away from the city life, camping permits one to see the heavenliness in the rich greenery and faint inclines of these spots.

The awe-inspiring views of Coorg's beautiful landscapes extends as far as the eye can see and lingers in your mind as fond memories.



Siddapura



Guhya

Is Dark Tourism Unethical, Controversial?



SAFE TRAVEL AND TOURISM PRACTICES

A Glimpse of Some Popular and Potential Dark Tourism Destinations in India

A compilation by Dr Prasannakumar J P
Professor, FHMCT, RUAS

“Dark tourism has been defined as tourism involving travel to places historically associated with death and tragedy”, according to Foley, Malcolm; J. John Lennon (1996). **Dark Tourism** is also known as **Thana tourism, black tourism, morbid tourism** or **grief tourism**.

In the words of Stone (2005) “dark tourism attractions are sites, purpose built or otherwise, which attract paying or non-paying visitors, and which have

in India. It is often labelled as a type of travel connected with places that have experienced death, mysterious incidents and agony.

People who are interested in history and want to explore the unfathomable and miserable untold stories that are buried deep in the past are the frequent visitors to these kinds of places. It is a horrifying and frightening activity but has gained popularity

General Reginald Dyer, the then acting brigadier-general of the British Indian Army, wrote history by ordering his army to fire their rifles at unarmed civilians at Jallianwala Bagh, Amritsar, without issuing any warning. The British Army blocked all the five entrances of the public garden. The Army continued to fire until all their ammunition was almost exhausted. Around 1000 people were dead and 1500 injured in the ghastly incident. Today, one can see the bullets holes in the walls with some still having bullets in them.



Picture courtesy: Flickr/Mirza Asad Baig/Creative Commons



<https://www.nationalheraldindia.com/india/jallianwala-bagh-massacre>

real or simulated death, pain or suffering as their main theme”.

Dark tourist locations are more attractive for their historical value than their associations with death and suffering. (Courtney C. Reed (April 2007), Rami Khalil Isaac; Erdinç Çakmak (2013))

Dark Tourism is one of the most fast-developing forms of tourism

because of its unconventional nature and experience.

Let us have a look at some of the popular dark tourism destinations in India

1. Jallianwala Bagh is 6.5 acres garden enclosed within walls. The ancient garden also has a big well in the middle. On the horrific day April 13, 1919 in British India,

2. ‘Kalapani’ often known as the ‘prison of death’ was built in 1906 by the British Indian Government with the intention of isolating and torturing Indian freedom fighters. The cellular jail still has all the equipment that was used to punish the prisoners. It was often said that very few who were imprisoned,

SAFE TRAVEL AND TOURISM PRACTICES

made it back alive.

Most of the tourists who visit this prison feel severe depression seeing the pictures of these horrendous incidents



https://commons.wikimedia.org/wiki/File:Cellular_jail_aka_Kalapani_Cell.jpg

3. 'Roopkund' is situated at a height of around 5,000 meters above sea level, this lake is popularly known as the 'lake of skulls'.

Almost 200 human skeletons are found in and around the lake. It is concluded that the skeletal remains belonged to people from the ninth century who must have been hurt by something and died, probably a glacial storm.

Most of the time the lake remains frozen, but when the lake melts, remains of flesh, hair and skeleton can be seen.



<https://commons.wikimedia.org/wiki/File:Roopkund,Trishul,Himalayas.jpg>

4. Kuldhara was a town of 83 villages in the early 13th century. It is believed that Kuldhara was abandoned by the early 19th century. It was once occupied by Paliwal Brahmins, who fled overnight because of the shortage of water or because of persecution by Jaisalmer's State minister, Salim Singh.

Today, the Rajasthan government has developed it as a tourist attraction which is also known as the ghost town.



<https://en.wikipedia.org/wiki/Kuldhara>

5. On the night of December 3rd 1984, India witnessed one of world's worst industrial disasters that took place at the **Union Carbide India Limited (UCIL)** pesticide plant in Bhopal, Madhya Pradesh.

More than 5 lakh people were exposed to 42 tonnes of highly toxic methyl isocyanate gas. Thousands died after complaining of burning sensation in their lungs. Government records estimate the death toll at 3,787. Today, this is one of the most popular dark tourism destinations in India.



<https://ficonicphotos.wordpress.com/2009/12/03/the-bhopal-disaster/>

6. A massive earthquake happened in 2001 and **Bhuj** suddenly became famous, for all the wrong reasons. Lakhs of people lost their lives, and thousands were rendered homeless. Bhuj was located just 20 km from the epicentre. The devastation it faced cannot be described in words. The remains of the disaster tell how the people of Bhuj stood with the tough times and how the place still carries the air of mystery.



https://www.iitk.ac.in/nicee/EQ_Reports/Bhuj/bhuj_introduction1.htm

7. Mumbai city was attacked by 10 heavily armed terrorists on 26th November 2008. The

SAFE TRAVEL AND TOURISM PRACTICES

incident took the lives of 164 innocent people through a series of 12 coordinated shooting and bombing attacks which terrorised Mumbai over a period of four days. Tourists visit this site just to see and hear the traumatic experiences highlighting the helplessness of people under attack. The other places that came in the line of attack on that dreadful day the terrorists included India Leopold Café, Chhatrapati Shivaji Maharaj Terminus, Hotel Oberoi Trident, Cama Hospital Nariman House, etc.



https://mediaindia.eu/wp-content/uploads/2018/01/mumbai-attack-oct26-1_647_101515041216.jpg

8. Gandhi Smriti is the spot where the father of our nation Mahatma Gandhi was assassinated. This is the home of Indian business tycoons, the Birla family where he spent the last 144 days of his life.



https://en.wikipedia.org/wiki/Gandhi_Smriti

Today, it is the Eternal Gandhi Multimedia Museum visited by many to see the reminiscences of articles that are associated with Gandhi's life and death. Tourists visit the room where Gandhi used to live and the place where he was shot on his way for prayers. The Martyr's Column is erected at this spot.

9. Wagah is situated 600 metres (2,000 ft.) west of the border and lies on the historic Grand Trunk Road between Lahore in Pakistan and Amritsar in India. The border is located 24 kilometres from Lahore and 32 kilometres from Amritsar. It is also 3 kilometres from the bordering village of Attari. At the time of the independence in 1947, migrants from India entered Pakistan through this border crossing. India and Pakistan were instantaneously more or less at war with each other during this period, which has become known as Partition. It was a massive movement of people accompanied with much agony, violence, deprivation and deaths.



https://en.wikipedia.org/wiki/Wagah-Attari_border_ceremony

The Wagah – Attari border ceremony happens at the border gate, two hours before sunset each day. (Jacobs, Frank (2012). The flag ceremony is conducted by the Pakistan Rangers and Indian Border Security Force (BSF). A marching ceremony, known as the "Silly Walk ceremony", is conducted each evening along with the flag ceremony. This tradition was started in 1986 as an agreement of peace, although there was no conflict at that time.

10. A lonely church in South Goa is famous because of the mysterious incidents that happened there. This church is located on the Cuelim Hill in Cansaulim, Goa and is known as the "Three Kings Church".

According to legend, three 'power hungry' kings fought over control of the area and ended up killing each other. The locals then buried the bodies of all three kings in the church premises which came to be known as the "Three Kings Church" in Goa. It is believed that the souls of these three kings still haunt the church.



<https://www.nativeplanet.com/travel-guide/three-kings-church-in-go-haunted-002502.html>- Photo Courtesy: Navin Sigamany

SAFE TRAVEL AND TOURISM PRACTICES

Is Dark Tourism Unethical, Controversial?

In the words of Tong Lam (2013) "I think ruin tourism or dark tourism has become popular because it helps to negotiate our growing anxieties over the existential threats that we are" Dark tourism may be a Good thing, if it is considered as "educational travel" or as part of "heritage tourism".

There are opinions where dark tourism can be considered ethical if the visit to such places is to help and do substantial development of the affected area due to the disaster or untoward incident.

There are a few people who believe that dark tourism is voyeuristic and inappropriate. At the same time there is an opinion that dark tourism is a way to learn from the past and reflect on tragedy.

Visiting such location of a natural or man-made disaster can perhaps give context to the horror and magnitude of an atrocity, allowing us to honor the victims involved. Therefore, it is

quite controversial.

If the tourists treat dark tourist spots with respect, it can turn the table. People visiting such places should refrain from taking selfies, dress appropriately, and conduct themselves in a quiet manner. Visitors to such places should follow the restrictions put forth by the authorities.

Very rarely people select a dark tourist destination for a visit, unless they are particular about learning about the specific history or heritage of the place and attach some philosophical connect to it.

Majority of the tourists land in a dark tourist destination by chance. It may be a stumbling chance to a normal tourism. While visiting a tourist destination for leisure or other purposes, they happen to visit such dark tourist spots nearby. For example, people do not visit Amritsar to see Jallianwala Bagh exclusively, they visit the Golden Temple and a few tourists who are interested in having a glimpse of the historical place may visit Jallianwala Bagh.

People visit such places if it does not upset or challenge their

minds. Also, most of the state governments do not promote dark tourism per se, due to fear of bad publicity or to avoid digging into the nastier side of the history connected to the spot.

The conventional tourism industry usually does not overtly endorse dark tourism. The independent travellers make their own choices regarding dark tourism.

It would be a great idea for every State Tourism Department of India to identify such dark tourist spots, if not already identified and give them adequate significance. In this context, it would a great thing if India takes advantage of its historical incidents without hurting the feelings of the local population.

The government should consider the world tourism strategies and develop such tourism destinations by avoiding controversies. So that a comprehensive tourism package can be framed and benefits can be reaped. Hence, the Dark Tourism can be converted from a 'Chance Tourism' to a 'Choice Tourism'.

Foley, Malcolm; J. John Lennon (1996). "JFK and dark tourism: A fascination with assassination". *International Journal of Heritage Studies*. 2 (4): 198–211.

Stone, P. (2005) Consuming Dark tourism: A call for research. *Review of tourism research*, 3, 5, pp. 109-117.

Courtney C. Reed (April 2007). "Shedding Light on Dark Tourism". gonomad.com.

Rami Khalil Isaac; Erdinç Çakmak (2013). "Understanding visitor's motivation at sites of death and disaster: the case of former transit camp Westerbork, the Netherlands". *Current Issues in Tourism*. 17 (2)

<https://www.indiatvnews.com/lifestyle/travel-gruesome-indian-destinations-that-will-give-you-nightmares-in-your-sleep-549161>

<https://timesofindia.indiatimes.com/travel/destinations/dark-tourism-in-india-walking-through-the-alleys-of-indias-dark-past/as66107504.cms>

<https://www.thetajtours.com/10-best-destinations-for-dark-tourism-in-india/>

<https://www.savoirflair.com/culture/474044/dark-tourism-explained>

Jacobs, Frank (3 July 2012). "Peacocks at Sunset". *The New York Times*.

Tong Lam (2013)- *Abandoned Futures: A Journey Through the Posthuman World*



Mr. Ramiah Daniels

Director of Hospitality Paradigm - a hospitality consulting company and is an alumnus of the Oberoi Centre for Learning & Development with over two decades of operational expertise in the hospitality industry, including significant tenures with Oberoi Hotels, Leela Palaces & Resorts and Lalit Hotels.

An Economics major, Ramiah has attended professional development programs with Cornell University and IIM-A. His nurturing and creative management approach has won him much loyalty and respect from teams he has led in the past and this has further fuelled his desire to mentor outstanding hoteliers with professionalism, passion & integrity for their jobs.

A Successful Failure

Circa 1988, I was chosen for the Management Trainee Program of the fabled Oberoi Centre for Learning & Development aka OCLD, then known as Oberoi School of Hotel Management (OSHM).

Interestingly, the path to this successful selection involved a lot of drive, humility, diligence, and industriousness.

I had always aspired to join the hotel industry. In the 1980s, there were very few people who wished to truck with this industry, unlike now. I learnt of the OSHM during this time and updated myself on the industry and Oberoi Hotels with the help of available print magazines.

Gen Z (students and new industry workers) may have heard of such 'prehistoric times – the non-internet age' from their parents but may find it difficult to comprehend; for nowadays any thirst for knowledge is easily quenched online.

A distant relative worked at Oberoi Hotels, Bombay and I requested to be connected with him. I met him for the first time and went to his home to understand something about an industry I knew practically nothing about. He was most helpful and supplied me with magazines, newsletters, and brochures, etc., apart from tutelage on the Oberoi way.

IHM Bombay had a professor who was a family friend and I connected with her, to understand what the hotel industry was about. She was very kind to allow me to use the institution's library to study books on the industry. Lillicrap's Food & Beverage Service – a reference used even today, was one such book. I poured over all this reading with keen interest, making notes along the way.

All this preparation began a year earlier in my second year of graduation. I used this time to also prepare for GMAT and GRE as I was told this would be useful in the OSHM selection process. I simultaneously worked hard to develop my General Knowledge using library time effectively.

INDUSTRY SPEAKS

Come D-Day, I was all fired up and floated through my college selection (I was the only one selected from at least 100 students). The next stage was at The Hotel Oberoi Towers where I got through the group discussion, the written test, and then the pre-final interview. Having got through four stages, 3 months later I was called for my final interview with PRS (Biki) Oberoi and the board in Delhi, at The Oberoi New Delhi.

Of all the hundred-odd selectees called in for the final interview, I found myself shortlisted in the final 18. Imagine my dismay, when this final 18 were assembled at the end of the interview selection process and told that 15 of them had made the grade. I was among the rejected 3 candidates, who after seemingly getting through the 5th and final stage of selection, had to now fly back home downcast and woebegone, and take fresh stock of my life.

I analysed the reason for my rejection and figured that the uncertainty amongst the interview panel, of my passion and sincerity for the hotel industry, probably weighed heavily against me. Being an Economics graduate, my seriousness for the service industry was probably in question, and I realised that if I was still serious about OSHM, I would have to prove the next time to the Oberoi Panel that I meant business.

I joined a two-year course in Hotel Administration and Food Technology at Sophia Polytechnic, Bombay and during this time did my industrial training at Oberoi Towers, Nariman Point, and then at Sea Rock Bandra.

One year later, when the OSHM selection began, I requested my college to allow me to attend the 1st stage of selection... the rest is history and I sailed through all the 5 stages successfully and in Delhi was quite startled when at the final interview, Biki Oberoi told me I had put on some weight since my previous attempt a year ago!

And, that is how I joined the OSHM/OCLD batch of 1988-90. Interestingly, I was the only Bombayite selected for my batch. The learnings one may glean from my experience are:

Failures happen... They must encourage and exhort you to do better. Look at ways to convert failures into success. Many of us may achieve success without going through the failure stage and this is dangerous as it does not prepare us for the real world. Popular belief says that 'failure is bad.' You need to redefine this for your situation.

Analyse failure. Do not simply disregard it, as it could happen again in a different form unless you are able to fathom the reason for it.

Hard work, hard work, hard work. There is no better formula for success.

Focus on what you want to achieve. Keep your focus constant. Do not say 'I will try this and if it works - well and good, else I will do something else.'

Without **passion** for what you want to achieve, you are like an empty vessel. **Aspire for something by design and not by default.**

Succeed on your own... that is when you will have a sense of pride of your own achievements. Too often nowadays, I see family & friends asking for help and assistance in recruitment and jobs.

For Gen Z who has passed out this year from their catering schools, it is indeed a trying time. Many of you are waiting for the appointment letters you were promised during hotel selections done pre Covid-19, and many are still sitting out waiting for employment.

This is not your personal failure... it is the environment that has played a trick on you. Instead of rueing your luck, look at how you may use this time to upskill yourself or possibly join an organisation, even as a trainee instead of an employee - for the experience.

"Create your future instead of waiting for the future to create you."

Mr. Ajay K. Bakaya

Managing Director
Sarovar Hotels and Resorts

Professional journey, experiences and achievements

A seasoned hotelier, a trailblazer in hospitality and instrumental in the growth of Sarovar Hotels, Ajay Bakaya champions the mid-market, driving brand vision to reality. He has played an integral part in the phenomenal growth story of Sarovar since its early inception. Starting from a shared office table and the leadership of a single hotel. He has seen Sarovar achieve enormous growth, to its plethora of hotels today.

An alumnus of Cornell – Essec, France, Mr. Bakaya is a product of the Oberoi School of Hotel Management and is a Science graduate from Delhi University. He has worked extensively in France, Scotland, Australia, Africa and India.

He has been recognized as “Entrepreneur of the Year” by the federation of Hotels and Restaurants Association of India (FHRAI) and received the prestigious “Hall of Fame” award by Hotelier India.



He became the “CEO of the year” at the Hotelier India Awards 2017, demonstrating his prolific leadership qualities.

What are your views on 'Hospitality industry future'

The current pandemic crisis, will have lasting effects on the hotel industry worldwide. The hospitality industry is assessing the situation and reinventing themselves to effectively revive the sector in the ‘new normal’ post crisis world.

I believe that we will only go forward from here; with new concepts, new business models, and with guest’s preference and

behaviour.

The much-needed importance of hygiene, safety and focus on protocols, will now be reinforced throughout the industry. The focus on wellness and nutrition will grow as people get more conscious on their life choices and eating habits.

What is your advice and what are your recommendations to the budding hospitality professionals

Work Hard.

Be consistent.

Be sincere towards your job and profession.

Ms. Etisha Kohli

Senior Manager, India Today, an alumna of Ramaiah University.

Interview excerpts reported by Mr. Sumithresh

MBA-HM Batch 2019, FHMCT, RUAS

Q. How has hospitality education helped you find your place in the media sector?

A. Hospitality education has played a role in developing my customer relationship/handling skills and problem-solving abilities. It developed an urge to provide the highest quality service to the customers and making sure that customer satisfaction is the utmost priority. The customer centric driven approach of hospitality education has shaped me to achieve success in media industry.

Q. What are the skill sets and avenues essential for hospitality students to be successful in competitive market?

A. I urge the students to understand and learn the core concepts of the hospitality program and develop interpersonal skills such as good communication, ability to work in a team, leadership qualities, problem solving tactics and management skills along with multitasking abilities. These skills not only help build careers in hospitality sector but also opens up the scope of getting hired for other sectors.

Q. What are your experiences of your professional journey and achievements

A. I have been a media sales professional for the past decade working with the Luxury or Premium / Entertainment/ Digital Sector throughout my career.

My journey began with India's biggest media house, Times of India and it wasn't easy. From selling small line ads, I learnt a lot and progressed within 6 months. I was then shifted to luxury vertical and that was a major turn of my profession. From continuous smart work and with my strong dedication to keep learning I have been associated with the best companies so far and to name a few are Times of India, PVR Cinemas, Saavn music app and India Today.

Q. What are your college experiences and learnings

A. I was an average student till my 12th grade. In college, I had the best faculty who really helped me achieve my academic potential and be an outstanding student particularly in the practicals aspects. I was always a great learner and the favorite of many teachers too.



Self-learning is essential to any education. Buy books online or physical copies to learn more about concepts and keep up to date. Today a lot of information is easily available on the internet.

I remember a book recommended by one of my teachers, it was expensive but that book really helped us all a lot. College can be fun but with self-discipline and structured work ethics makes a lot of difference in your career and in your life as well.

Q. What is your advice and recommendations to the budding hospitality professionals

A. Self-discipline in any field is the key to success in my opinion. Self-learning is another aspect where in self-motivation also comes and leads to success in whatever you are doing.

Mr. Subhash NH

Founder and CEO of Arya AB, Uppsala an
alumnus of Ramaiah University.

**Interview excerpts reported by Mr. Ajay A
(MBA-HM, 2019 Batch)**

Professional journey, experiences and achievements

Subhash completed his BHM at MS Ramaiah University and through campus recruitment began his career at Movenpick Hotel and Spa. He worked as a Sales Executive and was involved in activities including marketing and sales with clients such as Siemens, L&T, IBM and Philips among other big MNCs. He was awarded employee of the month in February 2012 and nominated for employee of the year 2012 during his time there.

Post his one year at Movenpick, he decided to pursue his MBA in Marketing at MS Ramaiah Institute of Management Studies. During his time at RIMS he led a national level college fest for which he was appreciated and offered the role of Marketing Executive at Red FM which he gladly took up in 2014. While working at Red FM, he was simultaneously working with the IPL franchise Sunrisers Hyderabad when they played at Bangalore. He is also responsible for a then All India Record for having the largest number of people sing live on air.

After just three months at the Radio Company, he turned his



enthusiasm towards making himself an entrepreneur and co-founded his first company Treeonz Event Management LLP.

This start-up was not just any event oriented company but a venture that revolved around music and culture whilst bringing tribal musicians to the front of the commercial music scene by hosting/curating and carrying out various culture festivals and became one of the first Indian companies to help musicians from abroad, local mainstream names and indigenous artists to come together. The first chapter was held in Karnataka and was backed by the Ministry of Tourism Karnataka. One of Treeonz's biggest achievements was hosting a Music fest in Sweden in which indigenous folk musicians from Karnataka as well as Sweden were collaborated.

Another major event and possibly Treeonz's biggest was hosting the Yuvadussehra in Mysore where they held a music festival which

saw 75,000 people in attendance. Through his 4 years with Treeonz, the company managed to host more than three hundred Swedish Musicians in India while managing close to 300 artists under the brand. However, due to lack expansion options and non-scalability concerns, Treeonz had seen a full stop with Subhash heading into a new chapter in his professional career. He soon found himself working with Pioneer Property Zone Services as an Assistant Marketing Manager. He worked here for the first Quarter of 2019 where he spearheaded store openings and brand campaigns for Levi's, Crocs, Daniel Wellington, Mark's and Spencer's, Starbucks and other noteworthy names at RMZ Galleria Mall. He also formulated their annual marketing for the year 2019.

He left Pioneer to further his educational endeavours and flew to Sweden to pursue a

ALUMNI SPEAKS

second Master's degree. This time around, he began studying in Uppsala University under the MSc in Entrepreneurship program from August 2019. During his time there he began another venture, founding "Arya AB", in November 2019 with two other partners from Egypt and Sweden which added a multi culture outlook with a social cause in mind again. An innovation that saw food packaging being made from natural resources rather than conventional materials such as plastics. Initially using palm leaves sourced from Karnataka to using the galore of natural resources available in Sweden.

A huge boost came about when the news of a ban on single use plastics from 2021, enabling Subhash and Arya AB to further enhance their business. Subhash was constantly involved in the events held at Uppsala and successfully gained funds towards Arya through a start-up forum. Post completing his one-year Master's at Uppsala, and allowing sometime for his business to stabilise and become sustainable, he joined Unilever at Stockholm as an intern for Key Account Management where he continues to work now until February 2021.

What are the Challenges and strategies in Hospitality entrepreneurship

Subhash has always been open to

criticism and dialogue that helps improve himself and his career/management goals. However, like any successful businessman, he too has had his fair share of challenges along the way. His first challenge was figuring out a way to upscale his event management business back in 2018. When he realised that his options were limited and overall scarce due to its project-to-project nature, he decided to part ways and move to something more variable in terms of business model options. Another major challenge came about when he had started out his natural resource-based packaging company in Sweden. The issue of understanding the legality and laws involved in executing the business model was a bit tedious, not to mention the language barrier between the Swedish administrative processes and his multicultural team. This was overcome with time and Subhash now speaks Swedish at an intermediate level. Understanding the pulse of Swedish market and acceptability of his products was a task but he has team got on top of it and tackled it diligently through research and detailed surveys.

What are your experiences and learning in college

Being a Hotel Management student back in 2010 when he interned at The Oberoi, he learnt a life lesson that he continues to look back upon. He says he learnt the fact that he had to always be

proactive and ready to face any challenge put before him. He insists that 'wowing' the guests was something he realised back then and continues to apply that principle even today. He learnt that no job was too small or irrelevant because only when he got down to it and got his hands dirty, he realised that when he did get to the top, he would look back and be proud of his efforts. What started out as an ambition to be a top chef soon changed when he realised, he might be lacking the flair or magic as he says so to create culinary goodness which he saw that a few of his colleagues at the time had. He gained confidence in himself and saw that he was better off in FnB management rather than what he initially thought he would be good at. He believes that rather than sticking to unrealistic or unachievable plans, it's better to move on to new things that light and pave a better path for the future.

What are your recommendations and advise to budding hospitality students

Be proactive and stay one step ahead

Figure out the trends in your field and constantly strive towards achieving and improving them

Research and analyse your field and understand the market, its expectations and how you can match that.

Stay open to the opportunities available to you and be clear about your path.



**GRADUATE FROM THE
PREMIER SCHOOL OF
HOSPITALITY MANAGEMENT
@ RAMAIAH UNIVERSITY,
BENGALURU**

**ENROLL FOR A 4 YEARS
BACHELOR OF HOTEL
MANAGEMENT FOR A
SUCCESSFUL CAREER IN THE
HOSPITALITY INDUSTRY**

OR

**ENROLL FOR 3-YEAR BACHELOR
OF CULINARY OPERATIONS
(VOCATIONAL DEGREE) AND
REALISE YOUR DREAM OF
BEING A PROFESSIONAL CHEF**



WELCOME TO THE EXCITING WORLD OF HOSPITALITY



**Faculty of Hospitality Management and Catering Technology,
Ramalah University of Applied Sciences, Bengaluru, INDIA -
560054**



080- 23601815 / 23607113 / 23601829



9844005139



email: dean.hc@msruas.ac.in

website: www.msruas.ac.in , www.msrchm.edu

OUR ALUMNI, OUR PRIDE



Chef Aman Tandon
Crowne Plaza, Ahmedabad City Centre



Chef Umang Arora
Taj Lands End, Mumbai



Chef Iniyam Vijay
Hockey Valley Resort,
Orangeville, Ontario



Siddhant Chalke
The Four Seasons, Bengaluru



Peeyush Bhushan
Taj Mahal, New Delhi



Hazel Carolyn Xavier
The Oberoi, Bengaluru



Sharath Kumar
GUINNESS BOOK OF RECORDS
for Cooking non-stop for 2 days



Joy Raj Koner
ITC Gardenia, Bengaluru