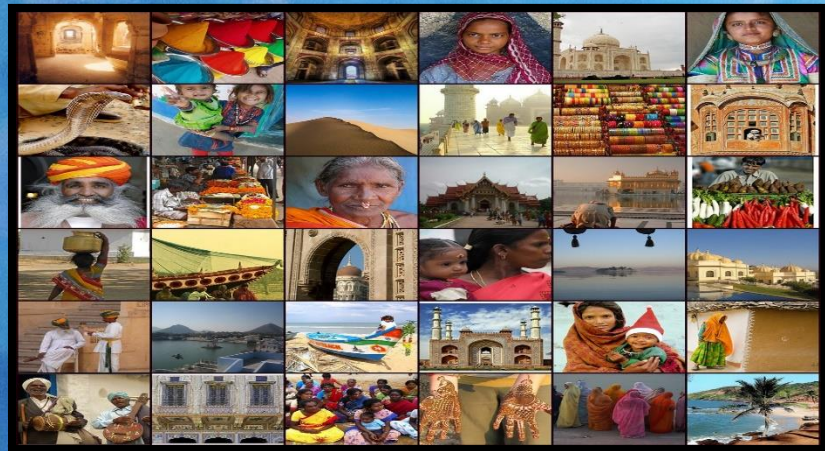


HOSPITIUM



My Incredible India



Dzukou Valley, Manipur,
India



Kerala Tourism and Ayurveda



Article by Dr. Jeetesh Kumar
on 'Resetting Hospitality and
Tourism Industry'



Health Benefits of Indian Long
Pepper - Piper Longum



HOSPITIUM

-is the ancient Greco-Roman concept of hospitality.

A divine right of the guest and a divine duty of the host.

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FOREWORD



Professor Abby Mathew

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

It is delightful to see the contribution of diverse authors from various institutions and the spirit of the editorial board members in reviewing and publishing the issues of Hospitium with different themes. This issue has a collection of winners' articles of various competitions organised by FHMCT. The competitions conducted were on various themes, observing special occasions in 2021.

Dr. Jeetesh Kumar's article on 'Resetting of Hospitality and Tourism Industry' is very informative. The participation of students, industry experts, and alumni in sharing their views with the readers is commendable. My best wishes are always with the editorial team and the contributors to the magazine.

Keep writing & reading!



Dr Sweety Jamgade

**HoD-Management Studies,
Assistant Professor, FHMCT, MSRUS,
Bangalore**

Finally, happy to release the overdue publication of Volume 3, Issue 1 of Hospitium magazine for you to peruse at your leisure. This issue is a unique collection of students' case studies and essays that were awarded as the winners during World Tourism Day 2021 and National Tourism Day 2022.

The following are the unique themes that were selected to compile articles for this issue.

- Opportunities for the Hospitality Industry Post-Pandemic
- Case Study on 'Tourism for Inclusive Growth in India'
- Essay on 'My Incredible India'
- Hospitality Projects on Innovative Products and Practices in Hospitality Industry

The cover story is the article written by Dr. Jeetesh Kumar from Taylor's University, Malaysia on 'Resetting of Hospitality and Tourism Industry: Exploration of Opportunities in the Crisis of COVID-19' which is imparting knowledge on strategies and practices for the industry to grow again. The students from different institutions were very enthusiastic to participate in the various competitions that were organised by FHMCT. The winners' articles on case studies and essays are added to the issue to exhibit their rational views. Some of the students' innovative research work, group projects of BHM Batch-2018 are published in this issue.

This issue has two motivating articles from the 'young industry professionals' Mr. Deepak Kumar and alumna Ms. Brinda Gupta, which may inspire the budding hospitality professionals. Special thanks to Mr. Joseph Allen, MBA-HM student for the industry expert's interview excerpts. With gratitude, I appreciate the contribution of the authors, industry experts, alumni, students, editorial members, and readers for being a part of the think tank community. Looking forward to more contributions to share and publish your ideas.

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

CONTENTS

COVER STORY

- 1 Resetting Hospitality and Tourism Industry: Exploration of opportunities in the Crisis of COVID-19 6

Top Three Case Studies on Tourism for Inclusive Growth in India

- 2 Kerala Tourism and Ayurveda 9
- 3 Dzukou Valley, Manipur, India 12
- 4 Fostering Tourism Infrastructure through Sustainable Practices : A case study on North Karnataka 17

Top Three Essays on My Incredible India

- 5 My Incredible India – Ms. Mahati S Patwardhan 26
- 6 My Incredible India – Mr. Philip T Joseph 27
- 7 My Incredible India – Mr. John Zachariah 28

Hospitality Project Articles

- 8 Health Benefits of Indian Long Pepper ‘Piper Longum’ and Simple Recipes 29
- 9 Development of a Comfortable Seating Model for an Airline’s Economy Class Seat – 3D Virtual Model 31
- 10 Need of Food Vlogging in Promoting the Regional Food of Konkan Region 33
- 11 Is Turahalli Tree Park an Upcoming Tourism Spot ? 35
- 12 Marketing Strategies for Budget Hotels 37

ALUMNI SPEAKS

- 13 Ms. Brinda Gupta 39

INDUSTRY SPEAK

- 14 Mr. Deepak Kumar 40



Fostering Tourism Infrastructure through Sustainable Practices: Page 17



Development of a Comfortable Seating Model for an Airline’s Economy Class Seat: Page 31



Need of Food Vlogging in Promoting the Regional Food of Konkan Region: Page 33

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RESETTING HOSPITALITY AND TOURISM INDUSTRY: Exploration of Opportunities in the Crisis of Covid-19



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The COVID-19 pandemic has wreaked havoc on the hotel and tourism industries, and other sectors. To prevent the spread of COVID-19 in public places, the restaurants, hotels, and event sites have been closed for more than a year. Many hospitality and tourism organisations have struggled to manage their business due to travel restrictions and safety rules, difficult to stay in business rather than earn a profit. The COVID-19 pandemic messed with people's perceptions of time, both figuratively and physically. The year 2020 feels like a decade ago, not just because of our perceptions but also because the world endured changes that ordinarily take years to develop. This abrupt worldwide transformation caught everyone off guard and compelled every organisation to implement fundamental adaptation strategies. The deck has been reshuffled and dispersed throughout the process, allowing for new opportunities in various industries. The hospitality industry is no exception. Many of the agreed-upon norms

in the travel business were called into question by the COVID-19 rules. We'll discuss reflective avenues that can lead to success in this new, unfamiliar terrain. We'll provide a checklist of actions you may do to achieve each goal for each proposal. Finally, we'll attempt to construct a picture of how the hospitality industry will evolve in the following years. The last few months have seen a complete overhaul of hotel tactics from previous decades. Almost all of the experience gained throughout these years has now devolved into little more than air castles. While throwing away such hard-earned knowledge might be disheartening, it can also be energising to start over. You can rebuild your hotel on a solid foundation and set yourself apart from the competition by devising the correct plan. The next stage is to begin putting this approach together. Since the pandemic pressed the reset button in the tourism sector, many issues have risen to the top of hotels' to-do lists.

Determining the most pressing worry between cleaning standards, marketing solutions, and new technology might be challenging. In the following paragraphs, I will discuss some **recommendations to secure your hotel's long-term success.**

Digitalisation

For some years, digitalisation has been a reoccurring challenge in the hotel business. In the past, hotels have decided to delegate this critical strategic issue to third parties such as Online Travel Agencies (OTAs) and Review platforms, which have taken control of the online hospitality industry. Since then, most hotels have realised the need to have a broad internet presence, mainly to increase direct reservations. Since COVID-19, digital booking has grown in importance as a percentage of total volume. As we watch actual travel companies shut one after another, it's simple to see how the conventional methods of booking hotel rooms, which were already in decline, are now doomed.

RESETTING HOSPITALITY AND TOURISM INDUSTRY: Exploration of opportunities in the Crisis of Covid-19

Digitalisation will eventually take over the whole hotel booking sector. You should pull every string you can to maximise your hotel's digital presence to take advantage of this new status quo.

Below are some suggestions for how to improve that particular problem:

Maintain a consistent digital media schedule: set aside some time to submit information to the internet every day. To increase productivity and save time, use a social media planner.

Take care of your consumers and allow their voices to be heard online. Improve your internet reputation by becoming featured on review websites and social media.

Expand the distribution channels: Even if the circumstances at online travel agencies (OTAs) aren't optimal, it's still necessary to be present on a number of them to maximise your hotel's online exposure. This type of opening can lead to more lucrative selling channels, such as your website. Indeed, nearly half of consumers who find your hotel on OTAs go to your website to learn more and maybe get a better rate.

Website: Hotels frequently overlook the necessity of having a visually appealing and functional website.

Direct booking: Building effective incentives for customers to book directly on your website may considerably enhance your profits, as mentioned in the previous advice. Make sure you have a good conversion funnel in place and inform your consumers that booking directly is the best option.

Revive in Marketing

In recent years, outbound marketing (searching for clients outside of your present guest database) hasn't been a high focus for hotels. Marketing can feel like throwing pebbles at a tank, especially online, where the competition from OTAs is severe. It's a waste of time, energy, and money. In addition, hotels can also use other methods to attract guests, such as word of mouth, loyalty programmes, and commercial alliances.

However, COVID-19 has diminished many people's willingness to travel and stay in hotels, resulting in a significant reduction in the hotel customer base. To replenish this clientele, hotels must return to the basics and aim to rekindle people's desire to travel. In today's environment, this is no easy feat. However, hotels can reclaim their visitors' confidence and get back on track by sending the appropriate

Here are a few ideas for developing your new hotel marketing strategy:

Create and implement your digital marketing campaigns:

Contrary to common assumptions, outbidding OTAs in the internet advertising market is far from impossible. You may attract significant and quality traffic to your hotel's website by targeting the relevant audience through various channels (social media, search engines, etc.). Make sure to use all of the many choices available through these channels, such as retargeting, qualified audience advertisements, and so on. If you don't have a dedicated marketing specialist on staff and aren't familiar with these types of campaigns, you may work with a digital firm or seek advice from more seasoned hotels.



RESETTING HOSPITALITY AND TOURISM INDUSTRY: Exploration of opportunities in the Crisis of Covid-19

Find the correct message for your audience: In the post-COVID-19 hotel environment, it's critical to send the right marketing message to your prospective customers. Its content may vary depending on your hotel's strategic positioning, but it will most likely include terms about safety and motivational statements to rekindle your customers' desire to travel.

Create synergies with other firms: All businesses must work together in such a unique environment. Establishing relationships and packages with local eateries, fitness clubs, and spas might be one way to do so. You may also pool your client database and launch collaborative marketing initiatives to sell the bundles.

Take full advantage of tourist initiatives: In the face of the crisis, several nations stepped up and developed national tourism promotion programmes. Look at what your country offers and see if you can be a part of this communication.

The phrase "new normal" has been bandied about lately, mirroring that sentiment. The new normal in the hotel sector, on the other hand, isn't what we're seeing right now: it's what hoteliers choose to do with what they've been given. Think like a visionary and make daring decisions to change your hotel's strategy to become a part of this new normal.



KERALA TOURISM AND AYURVEDA



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Kerala has a pleasant and equable climate throughout the year. It lies closer to the equator, near the Western Ghats. An average of 3000mm is the rain copious in Kerala a year. The average temperature in Kerala ranges from 28°C to 30°C (82-90 F) in the plains highlands. Its highlands are the main to tourist attention with a cool climate throughout the year. There are four seasons: winter, summer, southwest monsoon, and northeast monsoon.

Until the early 1980s, Kerala was a relatively unknown destination in India, because most of the tourism circuits were concentrated in the north of the country. Aggressive marketing campaigns were launched by the Kerala Tourism Development Corporation, the government agency that oversees the tourism prospects of the state—laid the foundation for the

In the decades that followed, Kerala Tourism was able to transform itself into one of the niche holiday destinations in India.

The tagline Kerala – ‘God's Own Country’ was adopted in its tourism promotions and became a global superbrand. Kerala is considered as one of the destinations with the highest brand recall. In 2010, Kerala attracted 660,000 foreign tourist arrivals. Kerala is a popular destination for both domestic as well as foreign tourists. Kerala is well known for its beaches, backwaters in Alappuzha and Kollam, mountain ranges, and wildlife sanctuaries. Other popular attractions in the state include the beaches at Kovalam, Muzhappilangad, Bekal and Kappad; backwater tourism and lake resorts around Ashtamudi Lake, Kollam; hill stations and resorts at Munnar, Wayanad, Nelliampathi, Vagamon and Ponmudi; national parks and

wildlife sanctuaries at Wayanad, Periyar, Parambikulam, Silent Valley National Park and Eravikulam National Park. The "backwaters" region, an extensive network of interlocking rivers, lakes, and canals that centre on Vembanad Lake, also sees heavy tourist traffic. Heritage sites, such as the Padmanabhapuram Palace, Hill Palace, and Mattancherry Palace, are also visited. To further promote tourism in Kerala, the Grand Kerala Shopping Festival was started by the Government of Kerala in 2007. Since then, it has been held every year which focuses on the local culture, wilderness adventures, volunteering, and personal growth of the local population. Efforts are taken to minimize the adverse effects of traditional tourism on the natural environment

and enhance the cultural integrity of local people.

The state's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness adventures, volunteering, and personal growth of the local population. Efforts are taken to minimize the adverse effects of traditional tourism on the natural environment and enhance the cultural integrity of local people. Since its incorporation as a state, Kerala's economy has largely operated under welfare-based democratic socialist principles. This mode of development, though it resulted in a high human development index and standard of living among the people, led to economic stagnation in the 1980s (growth rate of 2.3% annually). This apparent paradox—high human development and low economic development—led to a large number of educated unemployed seeking jobs overseas, especially in the Gulf countries. Due to a large number of expatriates, many travel operators and agencies set up shops in the state to facilitate their travel needs. However, the trends soon reciprocated, with the travel agencies noticing the undermined potential of the state as a tourist destination.

The first travel agency in Kerala- Kerala Travels was founded by Col.

G.V. Raja of the Travancore royal family along with P.G.C. Pillai.

By 1986, the tourism had gained an industry status. Kerala Tourism subsequently adopted the tagline 'God's Own Country' in its advertising campaigns. Aggressive promotion in print and electronic media was able to invite sizable investment in the hospitality industry. By the early 2000s, tourism had grown into a full-fledged, multi-billion-dollar industry in the state. The state was able to carve a niche for itself in the world tourism industry, thus becoming one of the place with the "highest brand recall". In 2003, Kerala, a hitherto unknown tourist destination, became the fastest-growing tourist destination in the world. Today, growing at a rate of 13.31% Kerala is one of the most visited tourist destinations in India.

Ayurveda, the science of healing and rejuvenation, is a system that provides holistic wellness to the body and soul of a man. The centuries-old tradition has the distinction of being the oldest medical system known to man and the oldest and most comprehensive spiritual teachings in the world. Ayurveda is based on the principle of maintaining a balance between the interrelated relationships within the body and mind.

It helps the patient to understand the benefits of knowing their body and mind, and to live in an intimate relationship with nature.

The Sanskrit term, Ayurveda, has two components: Ayur and Veda, in which Ayur means life/longevity and Veda means wisdom/science. Therefore, Ayurveda means the life of wisdom or the life of longevity. While modern medicine solely focuses on the body, Ayurveda rejuvenates the body, mind, and soul. Other than treatment, Ayurveda can be defined as a way of life that followed well, eliminates the toxins from the body and reduces the chances of getting ill. Ayurvedic medicine is to integrate and balance the body, mind, and spirit. This is believed to help prevent illness and promote wellness.

Ayurveda has proved itself in finding cures for various diseases, which made it gain widespread attention and recognition. **Medical tourism is found to be a new form of niche tourism** as health care costs skyrocket, patients in the developed world are looking overseas for medical treatment and India serves to be the best place which offers it at a cheap rate with high quality.

This search for better healthcare with least side effects ends in ayurvedic treatment.

ORIGIN AND DEVELOPMENT

With its origin and development hailing from India, the Ayurveda possesses a great similarity to Indian culture and traditions. While going through ancient Indian manuscripts one can find the application of Ayurveda as the prime medical treatment method applied in old age. These treatment methods and medicines were documented in sacred historical texts like the Vedas many centuries ago. Charaka Samhita, penned down by Charaka, the father of Ayurveda, is an example of such documentation.

Also, the Indian culture and tradition are interlinked with the deep roots of Ayurveda, which have benefitted in making India the health tourism hub of the world.

Ayurveda tourism has drawn the attention of the global population, especially developed countries since ages. And this has benefitted India in making it an inescapable spot for health tourism. Being one of the main features of tourist attractions down south, many Ayurvedic centres are on a rise today.

India is emerging as a great medical tourism destination because it has the several pull factors, like excellent medical treatment at low cost, easy accessibility, picturesque locations for excellent holidays, etc. South India is mostly the preferred location being the health capital of the country. National, as well as international acceptance of Ayurvedic healing has definitely widened the bounds and prospects of Ayurveda tourism. Hopefully, in next few years, India will be the preferred location worldwide for good medical facilities.

KERALA AND AYURVEDA

Kerala, which is regarded as 'the land of Ayurveda', is probably the only state in India where Ayurveda is considered as a mainstream treatment. Ayurveda has been nurtured on these shores for over a thousand years and the world is slowly awakening to the practical applications of this ancient form of medicine. The state has its natural resources of various kinds of medicinal plants and herbs which can be found in the deep dense forests. In addition, the monsoon season of Kerala is considered the ideal time for ayurvedic treatment because, during this time, the atmosphere remains cool, opening the pores of the body to maximum, hence making it receptive to oils and therapy. Kerala has a unique system of medicine and practices,

with absolute dedication. All these reasons make Kerala an ideal destination for ayurvedic treatment.

Ayurveda treatments in Kerala offer effective therapeutic treatments, rejuvenation treatments, beauty care, weight loss, etc. Kerala ayurvedic treatment has proven good for the cure and management of various chronic diseases such as arthritis, paralysis, neurological ailments, skin diseases, etc. The nature of the treatment varies according to the seasonal changes. For example, the state is usually bustling with **wellness tourism** during the monsoon season in July-August, the monsoon season attracts specific monsoon treatment known as '**Karkkadakam treatment**'. Occurring during the end of the Malayalam calendar, it creates an increase in the inflow of domestic and international travelers steadily at this period of the year. Thus, an **inclusive growth** of all the business is expected through the Kerala tourism sector.



DZUKOU VALLEY, MANIPUR, INDIA

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Introduction:

The tourism sector is an important social phenomenon in every society, due to the human tendency to have new and memorable experiences, adventurous activities, learning, and amusement. Besides, there are several factors that motivate tourism, such as socio-cultural, religious, and business activities. The basic human urge to know about unreached parts of the globe is an important factor that fosters tourism. In recent decades, improvement in the knowledge domain, advances in technology, reductions in communication barriers, progress in transportation, and development in tourist-friendly facilities, have all contributed to growing tourism industry. Thus, it has been well understood that tourism can play a critical role in achieving inclusive and sustainable growth and development.

Tourism is one of the world's biggest industries. Travel and tourism, directly and indirectly, account for 11% of the world's GDP, 9% of global employment,

12% of global exports and 12% of global investment. It is also one of the globe's fastest-growing major industries with a projected real growth rate of 4.3% per annum for the next 10 years. There is no other industry that has a similarly sustained and diversified **multiplier effect on the economy**, playing a crucial role in the overall development of a country. By creating jobs and opportunities for all sections of society, tourism helps in bridging economic inequalities. Its contribution to the government's coffers and also the country's foreign exchange reserves can be substantial. Since the very essence of tourism and its future depends on the protection of natural, historical and cultural resources, it plays an important part in promoting sustainable growth and environmental protection, on which the future of human hinges.

In addition to direct jobs in hotels, with tour operators, travel agencies, airlines and transport operators, tourism generates employment across a wide spectrum of skills on account of its significant backward and forward

Transport, construction, engineering, manufacturing, agriculture, food and horticulture, telecom, IT, and healthcare are some of the sectors that make knock-on gains from a boom in the tourist influx. Tourism also has a positive impact on the **development of rural and backward areas**, helping the revival of traditional art forms, crafts and cultural traditions. By focussing on major challenges the world is facing, from climate change to global terrorism to communicable diseases, tourism also helps in pressurising various governments and civil society to confront these. It is also a key driver in ushering in revolutionary technological changes and promoting technology diffusion, whether it is in information technology, aviation or in any other field. Given all this, it is no surprise that there is not a single country in the world which does not want to promote tourism. In India, tourism accounts for 6% of GDP and provides employment, directly and indirectly, for about 52 million people. India accounts

for only 0.5% (4.5 million) of global tourists, while outbound tourism from India is estimated at 8.5 million (estimates of domestic tourists are over 450 million). The huge difference in the outbound and inbound tourists from India shows, on the one hand, the rising income levels and aspirations of Indians and, on the other, our failure to market effectively **India as a global tourist destination**. In spite of the huge potential for tourism in India, given its varied climatic zones, scenic beauty, rich historical past, fascinating and diverse cultural traditions, increasing global recognition for Indian cuisine and the entertainment industry, we have not been able to exploit it. According to the World Travel & Tourism Council (WTTC), out of 176 countries ranking India ranks 21st in terms of absolute size and a high third in terms of the growth forecast, it ranks a poor 159th in terms of the relative contribution of travel and tourism to the national economy. Tourism is an activity which is spread across several sectors by multiple stakeholders, under the responsibility of diverse government authorities.

Therefore, it must be viewed more holistically, as only then can significant headway can be made. The overall thrust and coordination can be brought about by the government alone. The ease of travel and availability of good infrastructure, both for domestic and foreign tourists, is a crucial determinant. The high cost of air travel and also the inadequate number of international flights allowed into the country and the poor state of facilities and services at airports are a big impediments. Within the country, the condition of our roads and highways, general unavailability and poor public transportation facilities, etc. also impinge greatly. In infrastructure development and maintenance, even though the **public-private partnership** is the way ahead, the government has an important role to play. The availability of hotel rooms in India, especially budget ones, is woefully inadequate, with estimates running into several lakhs. Apart from supply, there is also the problem of cost. Hotel tariffs in India are very high because municipal bodies auction land for building hotels, which makes it difficult for hoteliers to construct budget hotels. **Taxes, such as luxury tax at the state level, also increase the cost of hotel accommodation.**

High taxation, differential rates of taxes in various states on tourist vehicles, entry tax, and parking charges in each state push up the cost of tourist transport. To speed up the creation of additional rooms, it is necessary to increase the supply of land, relax the municipal and zone restrictions, provide a single window, and expeditious clearance, etc. We also need to set up quality budget hotels on a war-footing in order to maintain India's competitiveness as a tourist destination. There are several other areas of concern, like the law-and-order situation, general cleanliness, sanitation and hygiene, maintenance and upkeep of our historical sites and monuments, better recreational avenues, road and rail connectivity to major tourist destinations, marketing, human resource development across the spectrum, medical facilities, etc which need urgent attention. **New emerging areas like rural tourism, heritage tourism, eco-tourism, health tourism, and wildlife tourism should also get priority.** Today, tourism in India has become an important part of the economy.

DZUKOU VALLEY

Over the years, the tourism sector has been instrumental in **generating foreign exchange, creating employment opportunities, and generating household income** for Indians, as it has in many other developing economies. It has brought the opportunity for infrastructure development and helped in regional and economic development. Thus, the development of the tourism sector appears to have been as important, as the development of other sectors of the Indian economy. Moreover, it has contributed to the progress of other related sectors of the Indian economy, thereby justifying itself as a significant growth driver and means of poverty alleviation. Tourism in India continues to be an important sector at the national and regional levels, in that the tourist arrivals and receipts have been showing an increasing trend. Particularly, a rising trend is observed in foreign tourist arrivals and foreign exchange earnings. Given the socio-political consensus in India on promoting inclusive economic growth, so that the benefits of economic reforms spread wider, there should be a renewed focus on the travel and tourism sector, which can play a major part in this national endeavour.

We need to position tourism as a national priority and dovetail **Incredible India with Inclusive India**. Tourism is all about exploring and gaining knowledge, so let's discuss one such place which has not been discovered by many of us, which is DZÜKO VALLEY, MANIPUR.

The Dzüko Valley is a valley located at the borders of the states of Nagaland and Manipur in Northeast India. This valley is well known for its natural environment, seasonal flowers, flora and fauna. It is situated at an altitude of 2452 m above sea level. The valley is famous for its wide range of flowers in every season, but the most famous one is the Dzüko Lily and it is found only in this valley. The word Dzüko is originally derived from the Viswema dialect of the Angamis '**Dzüko**', which loosely translated means '**Soulless and Dull**' referring to when some ancestors of Viswema who moved out to establish a new village in Dzüko, due to the unfavorable weather conditions they were unable to harvest crops which led them to say

"the valley is very beautiful but is dull and soulless".

For **trekking**, the main entrance is from the foothills of Viswema where one can travel to the rest house above Teyozwü Hill by a Tata Sumo taxi. From here one has to climb forty minutes to the top of the mountain (Khiyoke). This is where Dzüko starts, but the main valley is still another two hours' walk away. One can exit the valley by the same route, but if one is planning to come back on foot, the Jakhama route is shorter. Also, it can be reached in five hours of a trek from Mount Tempü in the Senapati district of Manipur. The new five-hour trek route was opened by MMTA (Manipur Mountaineering and Trekking Association). Transportation The Asian Highway 1 and also NH-2 pass through its foothills. The nearest airport is Dimapur Airport at Dimapur near the Assam border about 96 kilometres (60 miles) away from Viswema, while the Bir Tikendrajit International Airport is located about 120 kilometres (75 miles) south of Viswema. There is a helipad just next to the guest house, however, no service has been seen in the last few years.



DZUKOU VALLEY

Ecology- The valley borders a region of old-growth forest, and is home to several rare and endangered species of flora and fauna, including the Dzüko Lily (*Lilium mackliniae*) and the Blyth's tragopan, which is the state bird of Nagaland. A number of other rare species are also found here, including several rhododendron species, plants such as the aconita nagaram, and fauna, including the Asian golden cat, the Hollock Gibbon, the Dzuko Valley horned toad (*Megophrys dzukou*), several species of leopard including the clouded leopard, the Asiatic black bear, the capped langur, the stump-tailed macaque, and the serow. It has periodically been threatened by forest fires, which tend to spread quickly due to prevalent wind conditions and are difficult to fight because of the inaccessible terrain around the valley. In 2006, a forest fire destroyed 20 kilometres of forest in the valley before it was contained. The 2020–21 Dzüko Valley wildfires destroyed an estimated 200 acres of forest land, as well as significant flora in the valley itself.

Challenges:

- The state of Manipur can be divided geographically into hills and valleys.

- About 90% of the total area of Manipur is in the hilly area and is endowed with the natural and scenic beauty of hills and mountain ranges.
- Region and the scenic beauties of the mountain region, the infrastructure is still very poor and needs to be expanded in order to exploit the tourist potential.
- Lack of awareness of the potential of the tourism industry, lack of accommodation, roads and bridges, transport providers, road services such as restaurants or dhabas, skilled workers as tour guides or tour guides, etc.
- Entrepreneurship and barriers to entrepreneurship as an alternative career option remain a problem in the development process of tourism, as a profit-oriented company in mountain areas or Manipur.



SWOT Analysis:

STRENGTHS

- Rich and filled with flora.
- Unique, surrounded by hills.
- The rare pink lily '*Lilium mackliniae*', *Euphorbia sikkimensis*, *Aconitum* spp.
- Valley of flowers and dwarf bamboo.
- Freezes during winter, making it more attractive.
- Best trek track.

WEAKNESS

- Can be approached through trekking.
- Takes 6 – 8 hours of trek.
- Non – availability of facilities.

THREATS

- The fire bamboo cycle.
- Splintery shales with thin sandstones prone to erosion and degradation.
- Several epidemic species are facing threat of survival.
- Threat to ethno medicinal plants.

OPPORTUNITIES

- Human resource capacity.
- Improve the facilities required.
- Establish more local business.
- Adapt inclusive tourism.



Recommendations: Many Indians were accustomed to spending their vacation time traveling abroad. In recent years, **India's domestic tourism has been rising rapidly.** The rise in domestic tourism is also due to the current pandemic situation, in which people have no choice but to travel within the country. India is one of the world's largest tourist markets, with more scenic beauty than any other country. However, such lovely destinations have gone unnoticed. Hundreds of offbeat destinations in India are yet to be discovered and are therefore less popular. One such marvel of nature is the Dzukou Valley in the North East. This offbeat destination is brimming with vibrant, fresh, seasonal flowers such as lilies, aconitum, euphorbia, and multi-colored rhododendrons that bloom from June to September, displaying their beauty across the valley. But, do you think this place should stay as an off-beat destination? Or do you believe this destination should be promoted throughout India to increase its popularity? If that's the case, do you think the beauty of the location and the unique experience can be maintained? The answer would be near-impossible to come up with.

However, it will only be possible if tourists and travelers begin to practice **Eco and Sustainable tourism practices** wherever they go. It is very important for us travelers and tourists to be more responsible when visiting a tourist destination, especially an off-beat location. It is our responsibility to prevent the environment from being polluted. Land pollution is a common occurrence as people discard plastics and other non-recyclable solid waste. As the total number of tourists grows, so does noise pollution; more vehicles lead to air pollution, and there is a greater risk of tourists contaminating water bodies. **But one such pollution that goes unnoticed is the pollution of culture.** Travelers should make every effort to minimise their impact on the environment. When visiting these off-beat locations, visitors should try to blend in with the locals and experience their way of living. They must not try polluting the local population with urban culture. Ecotourism helps in the preservation of travel to natural areas in order to appreciate the cultural and natural history of the environment while also creating economic opportunities that make conservation and protection of natural resources beneficial to local people. **Eco-tourism, in general, can be referred to as "Nature-**

based, ecologically sustainable, education and interpretation is a major constituent, and where local people are benefited." Ecotourism helps in creating awareness among people about the threats to the environment. It assists in the development of sustainable tourism and ensures that the world remains beautiful for a longer period of time, as well as supporting local communities and environmental conservation. It contributes to improving the quality of travel and expanding the range of experiences available. People nowadays prefer authentic and one-of-a-kind travel experiences. The future of some of the world's most beautiful places is in jeopardy, and it's spiraling out of control. Travel is a blessing, but it requires reform. Perhaps, as a result of the pandemic, the industry will be forced to make restrictions, making it more manageable. One way to do this work is to make travel more responsible. **Ecotourism is the answer.**



FOSTERING TOURISM INFRASTRUCTURE THROUGH SUSTAINABLE PRACTICES: A CASE STUDY ON NORTH KARNATAKA



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Abstract: Infrastructure is a crucial component of the development of tourism in any region or country. Sustainable infrastructure is very important to maintain the harmony between social, economic, and environmental processes, essential to maintain equity and diversity among the people. Sustainable infrastructure in the tourism sector can ensure viable business models, stable economic performance, and provide socio-economic well-being. The growing contribution of the tourism sector to India's GDP drives the need for a sustainable tourism infrastructure that supports inclusive growth. Regions that are attractive tourism destinations but fall short of connectivity, infrastructure, and investment from stakeholders need to be recognized and supported for equitable, inclusive, and sustainable development.

The present study focuses on the need for sustainable tourism infrastructure in Uttara Karnataka region which has enormous potential in terms of destinations and can augment the development of the region by generating employment and encouraging socio-cultural growth.

This paper analyses the present tourism policy of Karnataka and tries to find the appropriate governance mechanism involving the stakeholders to boost the tourism infrastructure sustainably in the region.

Keywords: Sustainable Infrastructure, Sustainable Tourism, Inclusive growth, Employment, Policy Implementation, Stakeholders.

Introduction: Touring as a leisure activity is not a new concept. With the increase in the world population, advancement in technology, improvement in the economy, and financial status of people, the traveling trend has changed. Visiting historical monuments is a predominant kind of tourism. This kind of tourism is seasonal, lasts during a holiday season.

In recent years, traveling to places away from the hush-hush of the city to revitalize amidst nature has gained prominence. This gave rise to the need for infrastructure development to support the stay of tourists. The increase of tourists from the world will put an immense burden on the natural resources of a place (Holden, 2016). Unplanned, haphazard infrastructure growth put the already fragile ecosystem on a path of downfall.

Tourist season in particular lasts for a few weeks or a particular season in a year. The population dependent on tourism to earn a living usually provide themselves from activities closely connected with the environment during the non-tourist seasons. **Any decline in the environmental conditions of a region will put their livelihoods at stake.** Along with this, when a place starts losing its natural beauty, tourism sees a major decline as well. This is like a two-edged sword on which the lives of the communities in tourist places sustain.

India is home to natural as well as man-made marvels. There are thirty-two cultural, seven natural, and one mixed world heritage site in India, along with numerous other places that are yet to gain status. People from all over the world visit India throughout the year to celebrate its beauty. Tourism has a considerably large share in the employment generation, development of a region and country (Dixit, 2020). Saturated with rich history, craftsmanship, and culture, Karnataka is home to three world heritage sites, more than seven hundred and forty extraordinary, ensured landmarks, sanctuaries, and royal residences, five national parks, and twenty-seven wildlife

sanctuaries.

The Western Ghats in Karnataka is one among the 'hottest hotspot' of natural variation in the world. With 320 kilometres of pristine seashores, 17 hill stations, and 40 cascades, this state is a place that is known for unrivalled picturesque excellence. The state offers a wide scope for tourism, standing up to its brand **"One State, Many Worlds"**.

Karnataka is holding the third position among states on domestic tourism with around 215 million visitors in 2018. With the outbreak of the pandemic, the disruption of domestic and international travel, the chances of quick revival and moving forward has become an uphill task. However, the tourism policy of Karnataka has given primary importance to sustainable growth with its model named "Love your Local" mainly to encourage locals to visit local tourist spots and to cover the job loss, bring the industry back on track. Be it eco-tourism, adventure tourism, heritage tourism, rural tourism, wildlife tourism stands strong and bold.

The state tourism department plays an enthusiastic role in placing Karnataka as one of the top two states in India in terms of domestic footfall. In North Karnataka, we acknowledge that the tourism sector is strongly supported by

micro-enterprise activities, and hence **'Love your Local' and the new Tourism Policy** encourages in creating and enabling environment for the local tourism industry (SME) to operate in an ecologically and environmentally sustainable manner. The number of heritage centres is the highest in Karnataka, hence the development of some of these to heritage hotels, caravan tourism in Hampi, and quality of homestays are given highest importance. Further, it's the keen interest of the government to have better hard infrastructure like airports and better roads connecting these heritage sites. There is an initiative towards soft infrastructure growth with the establishment of information kiosks, e-portals for ticket bookings, and having a world-class experience.

Literature Review:

Sustainable tourism development involves the participation of stakeholders, strong political will to guarantee harmony with the communities involved, and analyze the impact to suggest preventive measures whenever required (UNEP & UNWTO, 2005).

Fostering Tourism Infrastructure through Sustainable Practices

United Nations World Tourism Organization in its 2030 tourism agenda, mentions that the development of tourism depends on the investment by a combination of the public and private sector in the supply of infrastructure and by focusing on innovative practices. This is possible by attracting foreign investment and by boosting the national governments to refurbish their infrastructure and make it more sustainable to attract tourists. The agenda further mentions the need for investment in **green infrastructure to develop smart and greener cities for the benefit of residents and tourists.**

Infrastructure development is vital for the overall development of the tourism sector that integrates society, the economy, and the environment (Mamirkulova et al., 2020).

Studies indicate that the tourism infrastructure uses the available resources at the destinations as a criterion for the growth of tourism, which may also have an impact on the socio-economic and ecological processes and further mentions that it is managed by the business operators along with the local communities (Mamirkulova et al., 2020).

The impact of tourism infrastructure hugely depends on the perception of the residents living in the tourism destinations, towards sustainable tourism and quality of life (Andereck & Nyaupane, 2010). Local communities when share the responsibility in the development of sustainable tourism infrastructure and cooperate with the stakeholders, it results in a positive outcome, and the perception of the communities involved decides the type of outcome that is produced (Byrd, 2007; Kavaliauskė & Kočytė, 2014). **The correlation between community involvement and the development of tourism infrastructure results in inclusive growth** and leads to the overall success of the tourism sector sustainably (Almeida-García et al., 2016). Tourists' satisfaction and experience with the infrastructure provided at the destinations is

assumed as a pre-condition for revisiting behaviour of the tourists, which increases the revenue and drives sustainable practices (Mathew & Sreejesh, 2017). The involvement of stakeholders in sustainable tourism is widely acclaimed today and some of the stakeholder groups include local communities, service sector operators, and the regulatory authorities (Hardy & Pearson, 2018). **Government has a larger role to play in recognizing the growing interest among the private sector, community, and visitors in the sustainable development** of tourist destinations. They need to recognize the growing concern among the stakeholders that affect their well-being directly due to unsustainable practices (UNEP & UNWTO, 2005).



Archaeological Museum, Aihole, Dharwad

Sustainable tourism has a recognized role in strategic planning in infrastructure management that has the direct impact on the employment and workforce potential at the policy level (Baum, 2018). **Public-Private Partnership (PPP)** in tourism is vital to transform tourism governance from the traditional government monitored to a decentralized model with the involvement of stakeholders, the pathway to achieve sustainable tourism (Hodge & Greve, 2010). Efficient and effective tourism planning and policies are vital to the inclusive growth of a country, state, or region (Dayananda & Leelavathi, 2016). Without the initiation of policy and planning by policymakers, it would be very difficult to progress in the sustainability of the tourism sector. Policies for the tourism sector are essential to managing the resources effectively, conducting safe operations and maintenance, and the overall socio, economic, cultural growth of the community (Dodds & Butler, 5 2009). There is a tendency to focus on employment and other infrastructural development at the policy level which may lead to the exploitation of resources

by the stakeholders. The support and involvement of other sectors or ministries such as transportation, housing, environment is required because during the policy implementation, policy inputs are subject to change and often these sectors need to communicate and cooperate to attain progress in implementation (Dodds & Butler, 2009).

Analysis :

Karnataka state tourism policy 2020-2025 is surrounding a 10-point mission statement that intends to positively influence various stakeholders involved in the tourism industry. Some of these are, to create quality infrastructure, exploit the tourism potential to create infrastructure, develop the tourism industry in a sustainable manner, and build the skillset of people involved in the tourism industry. These objectives help attain the aim of the policy which is centred around the idea of giving the best experience to tourists. Our analysis orbits around the infrastructure aspect of the policy. The policy talks of developing few sites in a zone in the form of a circuit.

Strengths:

Fund availability: Availability of funds plays a crucial role in creating infrastructure. Government can play a vital role by investing in the

building - infrastructure capital for the nation and stimulating economic growth. To finance the hospitality infrastructure, the Karnataka Tourism Fund has been set up.

Involvement of Private Sector:

Private investment is central to the idea of inclusive growth as it creates jobs and thus results in wealth generation (Gomez-Echeverri, 1997). Private sectors are being involved in the creation of hospitality infrastructure as well as wayside amenities development. Private investment is welcomed through methods like the franchise model involving the use of private land, greenfield and brownfield models, etc. The concept of a '**land bank**' for tourism is introduced which allows the private sector to lease land from the government and build amenities. Mr. IIM Vittalamurthy, secretary, Department of Tourism said, the shortage of accommodation and land to build such facilities in North Karnataka at places like Hampi, Belur, Halebid, Bijapur, and Pattadakal are proposed to be addressed in this model.

Empowering local communities and reskilling:

Sustainable practices in tourism demand a skilled workforce. The policy aims to meet this by carrying out a skill gap study and facilitating training, upskilling, and reskilling of people involved in this sector. A major focus is given on awareness generation among the local communities about the opportunities through sustainable tourism. Individuals from local communities will be trained to serve and be a part of the tourism industry.

In terms of global Sustainable Development Goals 2030: The government's intention and commitment play an important role in bringing sustainable practices. (Brendehaug, et al., 2016). All the aspects of the policy are proposed to be carried out under the broader aim of sustainability and to complement

the Sustainable Development Goals (SDG) 2030, that India is committed to under United Nations.

Encouraging learning: With the arrival of tourists from various cultures and backgrounds, the local communities have an opportunity to learn various language, different skills, know about people from other regions and their way of life. They learn to appreciate diversity and take pride in their culture while gaining knowledge about other cultures (Ramchurjee, 2013).

The policy facilitates such varied interactions between local communities and the tourists by involving residents in building a sustainable and friendly environment for tourists.

Weaknesses

Community willingness: Earning the confidence of communities around the tourist destinations and changes required to facilitate tourism is a difficult task. This is

especially true when locals fear a loss of their culture. It requires active participation and unison work to make aware the community dwellers and local governments.

Hospitality- A viable career option? In India, hospitality is not accepted completely as a career option and as an income generator.

Satisfaction of the local community: A study carried out in Bagalkot; a district of North Karnataka shows that the local communities are aware of the ecotourism concept. However, they wish that the visitors are sensitized on the sustainable practices and importance of maintaining cleanliness in such areas. Local communities are also concerned about the impact on local resources and their equitable use (Ramchurjee, 2013).



Opportunities:

Professional Tourism Courses:

There shall be professional courses offered by the state and private universities like language training and other hospitality courses. Keeping in mind the sustainable growth of the individuals, the government is including vocational training in these areas and also the employment of these individuals during the off-seasons. In North Karnataka, Karnatak University, Gulbarga University are offering such courses. These courses bring sustainability and inclusive growth to the locals, employment in these tourists spots.

Quality Recruits: With the given policy it is seen that there shall be a creation of numerous establishments both from private and public sectors which shall see the creation of a capable ecosystem that provides innumerable employment opportunities to the locals. The infrastructure development and the employment opportunity it creates are unmatched (Mathur, 2013). With the increase in quality graduates, there are various employers like Taj, Mayura, and Jungle Lodges which are known for their service in these areas and contributes

for the infrastructure growth.

Entrepreneurship: In the model of Love for Local, the government has made it possible for the locals to get involved in various employment areas like hotels, homestays, shops with local handicrafts. In and around Hampi, Badami numerous shops sell the native handmade products like wooden toys, showpieces and make the livelihood of many small shop owners.

Investment: There are numerous new projects undertaken by the government to involve private players, stakeholders through Public-Private Partnership (PPP) and Build Operate and Transfer (BOT) models (Lamani et al., 2018). New theme parks are coming in Pattadakal, Discourse Centres in Hampi, and Heritage hotels in Badami, Hampi. These in turn help in the development of the surrounding areas and their upliftment (Mathur, 2013).

Rural Tourism: There is a plan to increase rural tourism in the North Karnataka by involving the farmers who are into cotton growing, weavers, and painters. There are numerous felicitation centres (Shinde & Ramakumar, 2008) in and around the tourist hotspots to attract tourists to buy the indigenous Ilkal sarees and cotton dhotis. This keeps the rural weavers and agriculturists enthusiastic and

has sustainable growth in their fields of work.

Threats :

Surrounding Tourist Hubs:

With Goa and Puducherry very close by, it's challenging to attract people to North Karnataka, as the former have sustainable tourism practices. North Karnataka is known for heritage tourism while the competition is high from these Union territories, which are into heritage tourism and adventure tourism as well.

Infrastructure Hindrances:

With its recent growth, we see that the infrastructures like hotels, homestays are not very close to the sites. For example, Hampi tourists usually stay in a town called Hosapete and have to travel for about 13 km to get to Hampi. The Bellary airport which is the nearest airport is 60km away. These infrastructural hindrances restricts tourists travel.

Safety : The towns in North Karnataka sleep early, the nightfall is usually around 8-9 pm and after that availability of services isn't its best. Post 9 pm in these areas we see there are lot of crimes on the tourists, and it poses a threat to the integrity of the place and its people in the eyes of the tourists.

Health: With the outbreak of the pandemic, there is a threat to the footfall of the tourists to these world heritage sites in Karnataka. We have seen that there is a loss to the tourism industry all over the world, and North Karnataka isn't any exception.

Discussion:

The relatively moderate climate with a rich heritage and culture makes North Karnataka a perfect region to promote sustainable tourism. The huge collection of heritage, spiritual and natural sites are promising to promote tourism by building the necessary infrastructure that will help to achieve social and economic progress in the region. This region can be tapped to promote rural or village and agro-tourism, sustainably. The central government is planning to work on the concept of 'Lambani Heritage Tourism', for which a group of Lambanis will be identified near the UNESCO world heritage site in Hampi. The possibilities of sustainable tourism development are driven by a combination of environmental and ethnocultural preservation along with a well-governed agricultural activity (Dunets et al., 2019). The state tourism policy intends to develop agro-tourism through awareness

the stakeholders shall build strong links with the community, and required infrastructure should be created for sustainable living and providing a long-term financial gains. Homestays can be useful for rural tourism to generate employment and income for the local communities (Dayananda, 2014). Homestays are also one way of linking the tourists with the local people and a way of promoting the local culture, ethnic cuisine, festivals, and folk media. Building infrastructure for sustainable tourism unlocks long-term possibilities to the communities related to employment, quality service delivery by the local actors, roads and modern transport systems, skill development and training, innovative business opportunities, and participation of the local groups (Mamirkulova et al., 2020).

In this way, implementing the policy proposal of managing destinations and tourism assets, strengthening the existing infrastructure in remote areas with the involvement of local communities can reap long-term benefits. The Karnataka Tourism Policy 2020-2025 proposes an investment strategy under the Public-Private Partnership (PPP) mode and a 'Karnataka Tourism Industry Profile' to be prepared to reveal the investment opportunities

in the destinations. Projects to be developed under wayside amenities and complementary infrastructure assistance shall be driven by the private sector investment for creating an equitable and sustainable governance mechanism and concentrating on spatial equity across funding, management, talent, and technology. Thus, PPP serves as a suitable instrument to promote sustainable tourism infrastructure as it fills the gap between fixed resources in the tourism destinations and the potential factors to overcome it (Cheng et al., 2018).

When we concentrate on soft infrastructure and limit it to only ATMs, we are missing out on the potential of setting up banks and foreign currency exchange offices here (Mathur, 2013). With Nationalised banks and foreign currency exchange centres the tourists need not have to carry a lot of liquid cash with them during their travel. Also, with the banks establishing the local people shall investigate this area for employment and not migrate to cities nearby. There is a potential to develop inclusive growth and reap its results in multiple areas.

Fostering Tourism Infrastructure through Sustainable Practice

The Policy could have addressed the issue of the language barriers. North Karnataka is geographically placed between Telugu-speaking states on the east, Marathi, and Hindi-speaking people on the north and west who are the potential tourists. To address these people, the government might have to team up with the guides who shall be trained in these Indian languages and English for foreign tourists to understand the rich culture and more about the heritage sites (Lamani et al., 2018). With North Karnataka in mind, we understand that there is development seen in the heritage sites, and more allocation is done towards the same but to give better competition to Goa, Dandeli needs to be developed in multi-folds.

The smaller treks in and around the heritage sites need to be accessible and listed. Also, the potential for film tourism is excellent in North of Karnataka, apart from the fact that the weather is the major issue for filming the government needs to have persuasive public policies which shall target the Kannada, Telugu, Marathi, Tulu film industries. This shall make the employability of the people in

Sustainable tourism can be made possible only with the involvement of all stakeholders (Hieu Minh et al., 2021). Inclusive growth is possible only when local communities feel safe and empowered about the changes being introduced under sustainable tourism infrastructure.

Awareness must be created among tourists to sensitize them about the culture around the destination. This can draw participants from the community to educate tourists and will to some extent ease the worries of the local communities.

Planned efforts must be made to make hospitality a viable career option by bringing in professional fulltime university courses in this regard.

Conclusion :

Sustainable tourism infrastructure is an effective tool to achieve sustainable development goals (SDGs) while promoting economic growth, by generating additional income for the local communities allowing them to participate in the global economy. Natural and sociocultural resources have the potential to promote major tourism growth. However, because the geography is highly

stable development of the region. diversified, which also relates to its development, the increase in tourism does not always imply a Sustainable tourism infrastructure is an effective tool to achieve sustainable development goals (SDGs) while promoting economic growth, by generating additional income for the local communities allowing them to participate in the global economy. Natural and sociocultural resources have the potential to promote major tourism growth. However, because the geography is highly diversified, which also relates to its development, the increase in tourism does not always imply a stable development of the region.

After considerable trial and error, India's Public-Private Partnership (PPP) has evolved, not just in the power sector but also for other important infrastructure sectors, with visible results: the private sector is now a serious partner in the country's infrastructure development, delivering both capital and efficiency improvements. Thus, it depicts the importance of the private sector's role in the field of

most of the world heritage places are in north Karnataka, the government of Karnataka's infrastructure boost is extremely advantageous to the region. The infrastructural aspects of the Karnataka tourism policy 2020-2025, are highly beneficial to the inclusive growth of the region, but the success of the policy lies in its efficient and effective implementation!

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Tourism Circuit of North Karnataka



ESSAY - MY INCREDIBLE INDIA

Ms.Mahati S Patwardhan

BHM- Batch 2021

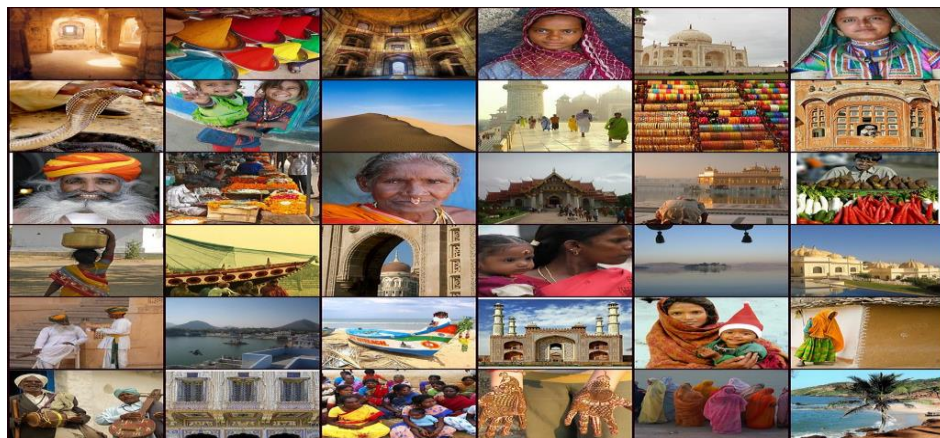
House: Pandora, FHMCT,
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“India will teach us the tolerance and gentleness of a mature mind, understanding spirit, pacifying love for human beings”. – Will Durrant

“Unity in Diversity” is a phrase used commonly when one wants to describe India. Located in South Asia, India is a land of various cultures, religions, languages, traditions, and all things unique! Only in India can you find the most random things that just make sense. There’s a reason why India is known to be incredible and the following are some of the reasons to highlight.

The heritage of Indian culture is due to its traditions, ethics and a belief system that originates because of its ethno-linguistic diverse sub-continent. It is influenced by civilizations that date back to the Indus Valley civilization. India is home to one of the oldest languages in the world, that is Sanskrit. The oldest known Vedas were written in Sanskrit, which has remained unchanged yet. Our cultures and traditions have great amount of significance



define how to lead our lives with discipline, ethics and beliefs. They are the pillars of our society. Most of the religions in India are based on the concepts of dharma and karma. Such beliefs helped during our freedom struggle, for example, ahimsa. Indians are known to speak over 100 dialects, respective to the region they reside in. The oldest literature created was Rigveda, which became the foundation of many religious scriptures and literary works in the future.

India is known for its hospitality, people who travel to India need not worry about feeling homesick. Many travel to India to explore spirituality and different cultural-traditional places. India is a country that has a good climate which makes it travel-friendly. Travelers get to visit the snow-capped mountains in the north to the calm beaches in the south. If one is interested in wildlife, they can find themselves in one of the many wildlife sanctuaries and tiger reserves.

Known primarily for flavor, Indian cuisine has a mixture of herbs reserves that are present in the country. India is known for its cuisine and the spices in it. Its very different when compared to the taste palette of foreigners. The variety of dishes varies from region to region. Dishes used in a particular are mostly a result of the ingredients that can be sourced locally. India is also famous for its street food called “chaat”, which are snacks made with ingredients like potato, fried puris, curd, etc.

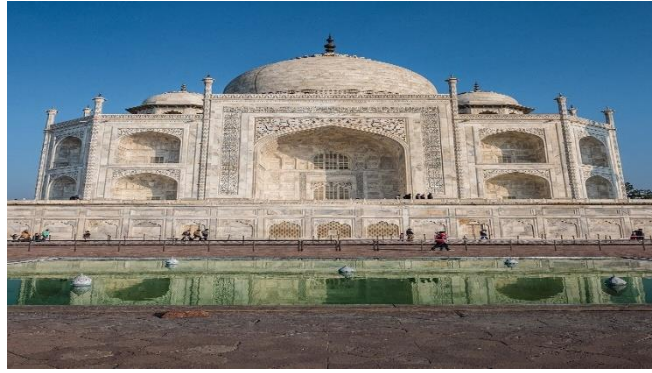
“Incredible India” is the slogan of the Ministry of Tourism. I think it is the perfect slogan to describe the country. If one wants to know what India is like, he should definitely visit the country instead of reading about it. Exploring the country, mingling with the crowd will definitely give the traveler an experience of a lifetime! I am extremely privileged to call this beautiful country, my motherland!

ESSAY - MY INCREDIBLE INDIA

Mr. Philip T Joseph

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House : Electra, FHMCT,
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India is one of the most popular tourist destinations in Asia. India has fascinated people from across the world with its rich culture, secularism, and geographical features, like the Himalayan ranges in the north and surrounded by oceans on the three sides. It is one of the rarest countries to have all the six geographical wonders like mountains, islands, plateaus, plains, deserts and coasts. India is also one of the most diverse countries in the world. Each and every state has its own unique languages, cultures, traditions which make the country diverse. A combination of history, diversity and manpower makes India incredible.

Firstly, Indian history is dated back to prehistoric times, making it one of the oldest civilizations in the world. India's cultural, social and economic developments are the products of a long process that happened right from the first civilization in the Indus Valley. Evidence of all these historical events can be witnessed in India. There are 40 UNESCO world heritage sites in India. In other words, history is shaped by the invasion, migration and trade that happened throughout the ancient, medieval and modern periods.

Another notable point is its diversity. Though India is a Hindu majority country, it is one of the most religiously and ethnically diverse nations in the world, with more than 400 languages, India is officially multilingual. Being the second most populated country in the world, the democratic and pluralistic approach helped India to stay united. These approaches helped to unlock the potential of being a country with varying cultural beliefs and geographical differences. This is the fact that helped India to rise in global significance while being separated by different factors.

In addition, India's 1.3 billion people make it an over-populated country. It could have negatively affected the Indian economy, however, the average age of the Indian population is 29, which helped it to become one of the youngest populations globally. The vast human resources are often attracting multinational companies to start a business in India, which is helping economic growth. Also, India is considered the biggest consumer in the world.

The government's positive attitude towards the start-ups also attracted numerous young businessmen to work for their goals in India. Hence, in all aspects, India is using its population to grow as an economic giant.

Finally, tourism is one of the biggest industries worldwide. Indian tourism has also grown especially over the last few decades by leaps and bounds. To visit all the unique vibrant landscapes and rich history, millions of tourists visit India every year. Though diversity is not unique on this earth, the unity among Indians makes it stand out. Understanding and respect of the cultural and social differences by people is what makes India incredible in the world.

ESSAY - MY INCREDIBLE INDIA

Mr. John Zachariah

Batch 2020

**House : Electra,
FHMCT,MSRUAS**



At 35.6644° N, 76.7978° E of the “Blue Planet” lies Indira Col, the northernmost point of Indian mainland at an altitude of 5,764 metres, in the Siachen Muztagh in the Karakoram Range;

At 6.7806° N, 93.8259° E lies Indira Point, the southernmost point of Indian mainland located in the Great Nicobar Island;

At 23.6185° N, 68.5277° E lies Ghuar Mota, the westernmost point of Indian mainland situated in the Kutch district of Gujarat;

And finally, at 28.2815° N, 97.0162° E lies Kibithu, the easternmost point of the Indian mainland which is a tiny town in Arunachal Pradesh.

Perhaps you might wonder why a write-up about “Incredible India” had to begin with a brief description of its four corners along with their complicated coordinates. That is because when you google for the “coordinates of India”, what we see is 20.5937° N, 78.9629° E, which means that, however far apart, India is one. Moving on from the concept of those imaginary lines, regardless of whether we agree or not, what makes our nation truly unique is its diversity. There is diversity in culture, faith, food, climate, livelihood, entertainment, etc.

However, like the common phrase “everything comes with a price”, India’s journey from independence to what we live in today was never a bed of roses. There sure are a lot of deep scars on both her body and heart. Gruesomely traumatic events such as a plethora of torture in the name of religion, caste, class, etc. are just the tip of the iceberg. India is a developing nation and like other developing nations with all their flaws and achievements, India too has had innumerable memories of love and hate. But, there’s always ample room for healthy voluntary change for the better.

Though India currently only has a handful of countries that permit visa-free arrival, that hasn’t stopped Indians from traveling to every single country on God’s beautiful Earth. Indians have even been to the Arctic and the Antarctic, both for expeditions and research. Another feat that has to be commended is our contribution to space research. The Indian Space Research Organization (ISRO) is undoubtedly among the

world’s leading space research organizations. From the marvel of Chandrayan to the mesmerizing life of Mangalyaan (MOM), our astrophysicists, cosmologists, and astronomers have been at their best.

However, the need for the youth of the nation to increase their influence in areas such as governance, politics, business and social causes is now more than ever. Thus, come rain or shine, it is our duty as individuals who call ourselves “Indians” to strive to make our nation a better place and endure the title of Incredible India.

PIPER LONGUM :

HEALTH BENEFITS OF INDIAN LONG PEPPER

AND SIMPLE RECIPES



Piper longum is the lesser-known, but a close relative of *Piper nigrum* (Black Pepper). *Piper longum* is also known as the Indian Long Pepper. It is a flowering vine native to India. Its fruit is dried and used as a spice and as a seasoning. It has a sharp, bitter, and pungent taste that produces salivation and numbness in the mouth when consumed. Did you know, the word 'pepper' is derived from the Sanskrit word 'Pippali' which means long pepper?

Health Benefits

Long Pepper contains a wide range of natural compounds and active constituents. Such as glycosides, alkaloids, sylvatine, piperlatine, piperine, and piperlongumine. Piperine is actually the alkaloid that creates the pungent flavour of long pepper. Due to its constitution, long pepper has numerous health benefits, including improving appetite, digestion as well as nutrient absorption in the intestine.

In Ayurveda, it is also used to treat many ailments and disorders. Including but not limited to heartburn, diabetes, menstrual problems, stomach ache, indigestion, bronchitis, asthma, and cough. According to studies, many years ago it was commonly used for household cooking purposes as a seasoning and spice. However, nowadays it is mainly used as a component of ayurvedic medicine.

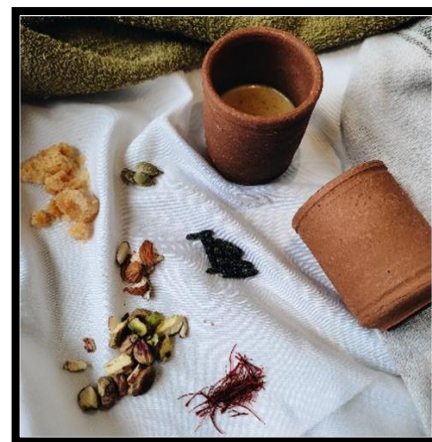
Side Effects & Recommended Intake

As many say, "Too much of anything is bad", the same can be followed in this case as well. Although long pepper has many health benefits, it can also have side effects if it is consumed in excess for long periods. Its side effects include stomach pain, acidity, and heartburn. The recommended dosage of long pepper is 4-8 pinches of long pepper powder per person twice a day. Little research is available on its safety during pregnancy and lactation.

Mr.Akash Kumar Patil, Mr. Archit Prakash Poojari,
Ms. Arpita Grace, Ms. Deborah Jessica Isaac, Ms.Dhyuthishree R
BHM-Batch 2018 and Mrs. Nagarekha C. Palli (Asst. Prof),
FHMCT, MSRUAS

Usage: Long pepper is easily available in Ayurveda shops. It can be powdered with ease using a mortar and pestle. If required, the resulting powder can be sieved using a muslin cloth to obtain an even finer powder. Dry roasting the pippali is also a possibility. This softens its dominant flavour to some degree.

It can easily be incorporated into one's diet by adding a few pinches of powder into simple everyday food like rasam. If you want to be a little more adventurous, try incorporating it into desserts like kulfi or chocolate.



Kulfi

Piper Longum Health Benefits of Indian Long Pepper and Simple Recipes

For the **kulfi**, infuse the milk with a few whole long pepper catkins by tying it in a muslin cloth and placing it into the milk while slowly heating the milk to allow it to reduce and absorb the flavours of the long pepper (khova and cream can also be used to increase the richness of the kulfi.) Once reduced significantly, other desired ingredients like cardamom powder, saffron, chopped nuts, jaggery or sugar, etc. can be added to it along with few more pinches of long pepper powder (depending on the quantity being prepared). Then simply allow the kulfi to set in your preferred mould for a few hours and enjoy this healthy homemade dessert!

For the **chocolate**, simply add a few pinches of pippali powder into your choice of melted chocolate (dark chocolate is recommended for added health benefits), pour into the desired mould and let it set.

If you're making chocolate with a filling inside, you can incorporate it into that filling as well. Try using salted caramel and maybe add an almond in the centre for an extra crunch. The options are endless!



Chocolate

Recipe

You can also try making this easy masala powder to add to black tea for a healthy, flavourful and aromatic masala black tea.

Yield: 10 g

No. of Portions: 10 cups

Ingredients:

Long pepper (whole)	5
no.	
Cardamom (whole)	6
no.	
Clove (whole)	4
no.	
Cinnamon stick	1 g
Fennel seeds	1 g
Tulsi seeds	1 g
Nutmeg powder (fresh)	½
pinch	
Dry ginger powder	3 g

Method:

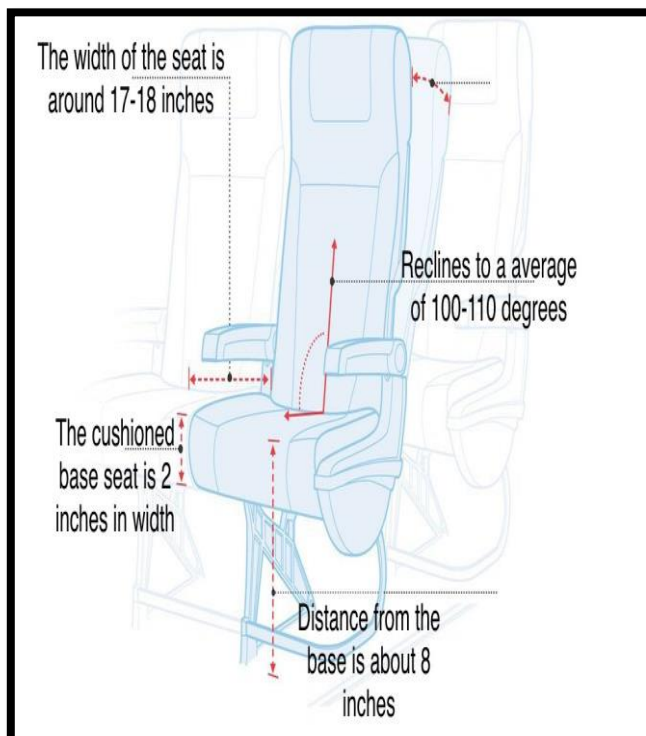
1. Dry roast long pepper, cardamom, cloves, cinnamon, fennel seeds and tulsi seeds separately, until aromatic. Cool all spices completely.
 2. Dry roast dry ginger until aromatic. Keep aside and grind into powder once cooled.
 3. Grate nutmeg.
 4. Transfer all roasted spices, dry ginger powder and freshly grated nutmeg powder into a blender.
 5. Blend to a slightly coarse powder.
 6. Store in an airtight container.
- Your homemade masala powder is ready! It can be used by adding the desired quantity into steeping tea. Recommended usage – 1 tsp masala powder per ½ tsp tea powder for approximately 280 to 300 ml of water.



Masala Powder for Tea



DEVELOPMENT OF A COMFORTABLE SEATING MODEL FOR AN AIRLINE'S ECONOMY CLASS SEATS – 3D VIRTUAL MODEL



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Development of a Comfortable Seating Model for an Airline's Economy Class Seats- 3D Virtual Model

Concept:

The development of comfortable seating for an airline is a concept model, that could be a solution to solve the discomfort faced by passengers flying mainly in an economy class of a particular airline. The model also utilizes the unutilized space beneath the seats of the economy class, which now can be used to increase the comfort for the passengers.

The 3D virtual model has a footrest and a luggage basket underneath the seats. The luggage basket under the seats helps the passengers to keep their small luggages like handbags, shoes, shoe bags, etc. Anything small can be kept and secured while flying without the tension of moving from its place.

The footrest is made of a unique textured rubber and the textured rubber leather is covered over a soft foam. This helps to increase the comfort of passengers. The footrest has a two-lock revolving mechanism, one while it's at rest and not in use, then the other while it's in use and this helps the passengers to determine the position of the footrest according to the chosen level of comfort. The mechanism is based on a barbell mechanism which helps the footrest to move easily without any problem.



Image : Front View of Footrest

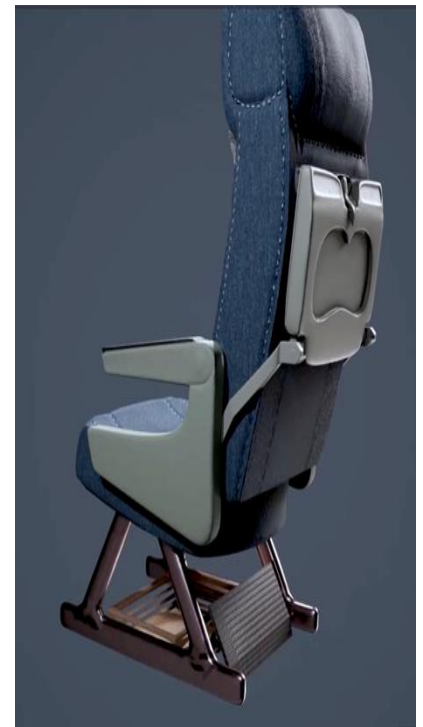


Image: Seat-3D Model



Image : Bottom View of Footrest

By using this model, the airlines can gain more customer satisfaction, loyalty, and revenue. Customers seek comfort and price while traveling, especially on long-haul flights. So, better customer satisfaction = increase in customer loyalty + increase in revenue for the airline + brand recognition.

NEED OF FOOD VLOGGING IN PROMOTING REGIONAL FOOD OF KONKAN REGION



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Ms. Chetan Paunikar,
Mr. Subroto Maity,
Mr. Muhammed Fabil
Mr. Harshavardhan BN,
Mr. Venkatesh Prasad
Batch 2019, FHMCT, RUAS

Chef. Shashi Sharma,
FHMCT, RUAS

Konkanese food has its particular flavour and taste. Konkani cuisine is an amalgamation of Malvani, Saraswat Brahmin, and non-Brahmin cuisines. The food in the Konkani region has its own distinct qualities. Red chilli powder, coriander, and coconut oil are all staples in Konkani cookery. Its masala is made using a deep purple berry with a pleasing taste, as well as kokum and raw mango as souring agents, or tamarind and lime. Food tasting is an essential part of the Konkani experience.

Promotion of local food from the region is necessary to let the people know about the food of

the region. Culinary tourism provides a unique image to a region and is critical in drawing visitors to various destinations. Culinary or, food tourism, food festivals, and paryatan mahotsav, are ways to promote tourism in the Konkani region.

Food vlogging is becoming the latest trend. Food vlogs are popular among individuals of all ages. Because it is simple to understand and is available in regional language as well. vlogs. People used to travel to try new foods and experiences, but now they travel to try food and talk about them through

their food vlogs. As food from the Konkani region comes under micro cuisine and for promotion of this cuisine it is necessary to keep the Konkani cuisine intact. Also, there is a huge demand from industrial chefs from all over the world for cuisine and authentic recipes, etc. The objective of this project was to identify popular local food in the Konkani region, to study the awareness of Konkani local food, and also to create awareness and promote local Konkani food by food vlogging.

To create awareness and promote Konkani local food by vlogging, the team went on a

Need of Food Vlogging in Promoting the Regional Food of Konkan Region

study tour to Udupi, Mangalore, and Kundapura towns of the Konkan region, explored it for a week, and created food vlogs on the local food through the help of the local hosts and also few old popular establishments. The team created a YouTube channel and Instagram handles in the name of 'Aaharakale', which means food art. The team uploaded the food vlogs and pictures of the food, study tour on social media, and tried to promote the food.

To study awareness of Konkan food, a survey was created in the form of questionnaires and sent

to people from different parts of India of different age groups and genders. Almost fifty responses were collected and through the data, we came to know that very few people are aware of the food in Konkan region. **This indicates that there is a need for awareness of Konkan food.**



Image: Team's YouTube Channel



Image : Konkan Food Prepared by the Team

IS TURAHALLI TREE PARK AN UPCOMING TOURISM SPOT ?

Mr. Vishnu S,
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The Turahalli forest, which spans over 600 acres of dry deciduous woodlands, just off Kanakapura road, is an important natural reserve for Bengaluru urban. Bengaluru Mission 2022, announced by Karnataka's Chief Minister in late 2020, promises to upgrade the city's infrastructure to sustain the expanding population while also restoring Bengaluru's past grandeur as the "Garden City." The government planned three giant tree parks, each covering 400 acres, as part of this aim. The goal of the tree park as part of the Bengaluru Mission 2022 initiative was to boost both the city's green cover and inhabitants' access to green places. They have developed a vital connection with nature as a result of exposure to these locations. This is significant because it allows them to appreciate vegetation in its natural state while also understanding the necessity and purpose of green areas in busy

cities. Furthermore, nature provides various physical and mental health benefits for all of us who live in cities, serving as a respite from the city's noise, pollution, and crowds. Nature, on the other hand, must be equally accessible in cities.

But the residents in the Turahalli area were surprised to see earthmovers destroying the forest without warning around the end of January 2021. They discovered that this was for the development of a tree park after further investigation. Due to strong resistance from neighbours and citizens around the city, the government, however, chose not to proceed with the tree park. As a result, it appears odd, to say the least, to create a tree park in an area where a forest already exists.

The idea of ticketed access to the Turahalli tree park creates a psychological, if not physical, barrier. Ticketed admittance



excluding those who cannot afford to pay to enter nature. In addition, the location is well-known among rock climbers, fitness enthusiasts, bird watchers, and nature lovers. The building of an enclosed tree park may limit the amount of space accessible for these activities. A tree park, unlike a forest, is not ecologically sustainable-the latter would be nothing more than an attractive space devoid of the forest's vibrant natural biodiversity. The introduction of new plant species and the modification of the environment to incorporate concrete structures would have a significant impact on the ecosystem. Turahalli woodland is home to a diverse range of wildlife, each with its own function in the ecosystem. Bird-watching walks have been held

Is Turahalli Tree Park an Upcoming Tourism Spot?

in and around Turahalli by the Karnataka Forest Department and numerous well-known naturalists. Over 124 bird species rely on forests, and if a tree park is created, destruction and construction would eliminate a substantial amount of the habitats of tree-dwelling and ground-nesting birds. Turahalli locals currently regard the woodland as a relaxing natural place. Creating a tree park that disrupts the biodiversity of the area could lead to conflict. Snakes, for example, may enter residential areas if their natural

habitat is disturbed. There will be a slew of other environmental benefits lost as well. Concretisation diminishes not only green cover but also the natural cooling effect that trees give through transpiration. The temperature of the surrounding environment rises as a result of built areas. Concretizing soil surfaces prevents a huge amount of water from soaking into the soil, limiting groundwater recharge significantly. Because Bengaluru, particularly the outskirts where the forest is located, is mainly reliant on groundwater for daily use,

the city's present water issue is exacerbated. Many times in history, when humans attempt to alter natural ecosystems, the results are disastrous. We've seen it with the conversion and invasion of lakes, which has resulted in city flooding.

Thus developing a tree park as a tourism spot is a matter of concern and more deliberations by the government body and public are required.



MARKETING FOR BUDGET HOTELS

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Mr. Jatin Khanchandani,
Mr. Arjun Gurung,
Mr. P Rohit
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Ms. Vanishree K, Asst. Prof, FHMCT, RUAS

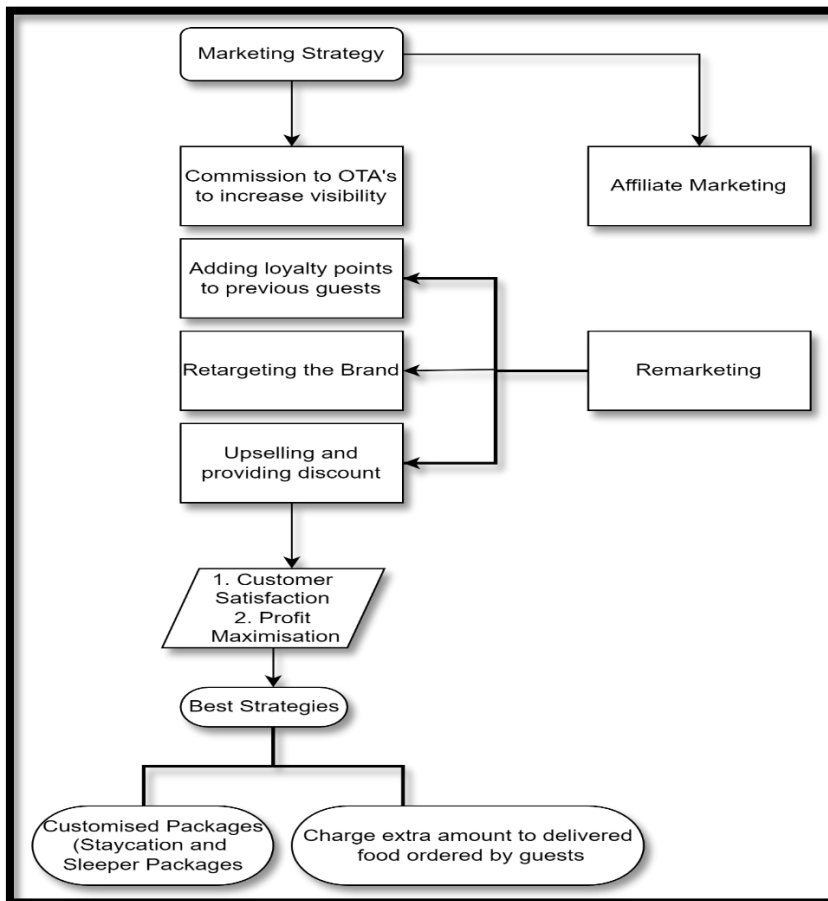
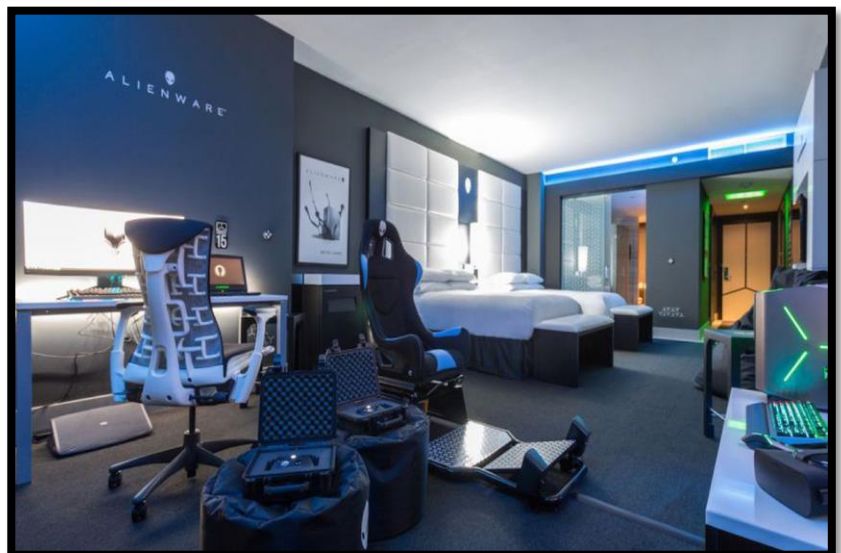


Image : Field Survey

Figure 1 Marketing Strategy for Budget Hotel



Marketing for Budget Hotels

Budget hotels are any lodging facilities that provide amenities and services at a lower price than any regular hotel in the vicinity. In other words, budget hotels do not have facilities like spas, gyms, swimming pools, etc.



Figure 2 Marketing Mix

The global pandemic COVID-19 has affected the whole world economy. While some hotels managed to keep their business activities by providing quarantine facilities, many other hotels had to shut down due to a lack of business.

But as conditions got better, business started to return. While 5-star properties have the massive financial backing to invest in huge marketing schemes, budgeted properties do not. Most properties don't even have a proper marketing team or personnel. In many hotels, the front office or F&B staff themselves take care of the marketing side of the business.

The focus of this study is to create common marketing strategies for budget hotels, which if implemented can result in better business and profit maximization. This strategy mainly concentrates on scenarios referencing post-COVID-19. To start the research, the literature reviews helped with identifying the different strategies applied in the past.

Detailed questionnaires were sent out to budget hotels in the vicinity of MSR Nagar. The questionnaire was designed to find about the different procedures being implemented, to ensure constant business and the safety of the customers. While there are other methods to explore and collect more data, due to the time constraint and rise in COVID cases, this is the best strategy to follow. The initial focus of the study was to find some ideas which hotels were using to earn extra money and build a conceptual model to engage a cycle of profit maximisation.

After analysing the data collected from the structured online questionnaires, the team with the help of faculty devised a common marketing strategy that can be applied to all Budget Hotels. The plan has the potential to attract future business, which can result in customer satisfaction and profit maximisation.

While informal interviews were conducted, the questionnaire sent out provided the team with enough details to build a conceptual model which could potentially generate positive results. The model works on re-marketing the hotel and concentrating on paying commissions to Online Travel Agencies (OTA's) to ensure better results. It also shows to invest in online food deliveries applications as customers are preferring to eat food from nearby popular restaurants and in the restaurants in the hotel.

Ms. Brinda Gupta

Retail – Head,

Bliss Chocolates India Pvt Ltd (SMOOR) an alumna of FHMCT, Ramaiah University of Applied Sciences

Professional journey: I believe to have been lucky to keep myself busy with work since I graduated. With multiple offers in hand, I chose to work with a small retail store called Bliss Chocolates to start with my career. Being fresh out of college, with a zeal to work on anything, a degree in hand, and a specialisation in Food Service, I got roped into the work with the team at the back end operations in terms of how the factory runs, its key responsibilities, coordination, packaging and many more responsibilities. It was a good learning phase for me. I left the firm for personal reasons and decided to join back after a break of three years. It all started with training the lounge staff on service etiquettes and also as the 'Price Strategist' of our products. Later the firm built-in confidence in me to take care of an entire department of retail starting with Private Label and now the

Brand's White label, as well as the E-commerce platforms.

Experiences and Learnings in College: College experience is a learning memory that no one can ever forget. But yes I truly believe that college was the place where I was moulded into the person that I am today. All my lecturers were really supportive and I must say we all were personally attached. Yes, It was more of a friend cum professional circle building than a college lecture and student relationship. The numerous group activities, the endless chit chats, exchange of experiences were more of a personality-building secret exercise, we thought we were actually having just FUN. All these personality moulding activities were happening in such a manner that we never could figure out and want to relive those moments even now.

Challenges and Strategies to Work in the Hospitality World: Challenges were many and it is difficult to pen them down. A working mother with no fixed timing at work is a bit difficult in this industry. After a break to get back to the industry and to get in the business back was like starting afresh all over again.



Strategies to work in the industry
- **STAY UPDATED, GET UPDATED**
and **PRIORITIZE!**

Advice and Recommendations to the Budding Hospitality Professionals: My advice to the budding professionals is that this industry is a great place to work and build a career. There are amazing opportunities that you can tap in. Have the interest to learn anything delegated to you, understand how each step is performed, and start from basics. Trust me the best and easiest way is no shortcut to jump up straight and regret later. Understand the procedures of the place you work in and **be open to suggestions and opportunities**. All the Best and have a Successful and happy Career Path!

Mr. Deepak Kumar

Cluster Asst. Learning & Development Manager, Mövenpick Hotel & Apartments, Bur Dubai

Training & Quality Manager – Worked with Marriott, IHG & Accor Hotels

**Interview excerpts reported by Mr. Joseph Allen
(MBA-HM, 2020 Batch)**

We are so proud to bring Mr. Deepak Kumar onboard who is one of the inspiring Training and Quality Manager from Accor group, Dubai. I had the opportunity to connect with him and be a part of the following Q & A session. My first question to him was about his **professional journey** along with his industry experience and achievements.

Mr. Deepak Kumar took me back to his past with a brief introduction about his family and his background. He hails from Buxar a small place in Bihar, was born in Mizoram, studied in a boarding school and completed his higher education in Varanasi. After that, he went to pursue his graduation from IHM Hyderabad

Mr. Deepak always had a keen interest in learning and teaching people right from his college days, he proudly says it is a trait that he picked up from his father, who is an army officer. With the utmost passion, sincerity, and the aspiration to make it big in the industry, Mr. Deepak stood out as one of the top five students from his batch. He was selected to be a part of the management trainee program in Intercontinental Hotel under rooms division with a specialization in Housekeeping. He still felt incomplete even after a successful career path, but due to his true passion for learning and development (L&D),

training and motivating people, he found his true calling for the L&D department. But without sufficient experience in the training department or a post-graduation qualification, he was not able to make a successful career jump. With pure perseverance and grit, he chose to take a big leap and the risk of shifting to a much smaller organization (BBQ nation and Sayaji hotel) where he was a multiple property L&D executive handling three different properties. After spending some time as an L&D executive, he wanted to move back to big brands, for career growth



He mentioned that he was fortunate enough to be a part of the Le Meridien Jaipur resort during the Marriot and Starwood integration where he worked for almost 5 years and witnessed his career grow from Training Executive to Training Manager. He also added that a research study which was initiated by some of the students in IHM featured him as the “Youngest Training and Development Manager” at the age of 27, in their 2018 publish called Elements. With all the existing accomplishments and still hungry for more, Mr. Deepak wanted to add some international exposure of Accor Dubai to his career.

So, one fine day he happened to find a recruitment post for Accor Dubai through LinkedIn. Fast forward to a few months, he is the Cluster Assistant L&D Manager of two hotels and an apartment, handling almost **225 Heartist (a master of the art of hospitality who serves others from the heart, with curiosity and inventiveness)** and 60 employees outsourced which is operated by Accor Dubai. With successful completion of nine long years in this industry, he is still looking enthusiastic and motivated to contribute more to the industry and brand which he is loyal to.

The second question on the **Future of the Hospitality Industry** : Mr. Deepak's assurance surely did give me confidence about career growth and countless opportunities for people to grow. And how the hospitality industry is claimed to be one of the booming industries and will be in the future. He added some facts to that statement saying, that our previous generation's purpose of going to work was survival but today people have different ambitions. It is important for them to have a work-life balance. The industry sure did see a setback in the past but the passion and urge to travel among people have been increasing day by day. And to add he also spoke about the transition of weddings and parties from our living room to the hotels at present.

This alone shows the potential of the hospitality sector in the future. He also wanted to clarify to all the hospitality and hotel management students reading this, to understand that the **hotel industry is not just about the four core operations there is much more to it like, finance, marketing, business development, etc.** Along with some new exciting opportunities and job roles that have opened up recently like the **Property Recreational Manager, Revenue Management, Digital Marketing, IT,** and so on. He concluded by saying that the future of hospitality is astonishing. And the people working in this sector, who are able to master the art of people management can easily shift to any other sector in the future because this is **the only place that teaches you "P to P" i.e. (People to Passion)**, which is a vital element for any role. And hospitality industry would be a platform for lot of young talents from all background who has the sheer potential and perseverance to shine.

Suggestions and recommendations to budding professionals: He sets out to break the rumour and common misconception of people that it is sufficient to have a good personality along with an average education. **He strongly advises all**

the hospitality students to take up the education seriously as the education will be rewarded and be of significant help once you start working. Another important message to all the hospitality enthusiasts is to possess good communication skills which is very important to grow faster in this profession, it is not about language in particular but the way you present or express yourself that matters, that includes verbal and non-verbal communication. It is also very important to practice written, verbal and spoken English he adds. **He concluded by saying that students should take two things seriously, that is studies and communication skills.** He personally believes that learning the mindset of an individual should never end, and he encourages that we should travel more often, be open to exploring places, and meet new people where we tend to learn so many things on the go.



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



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