

HOSPITIUM

Faculty of Hospitality Management and Catering Technology

Publication on Hospitality and Tourism

Cover Story

Growing Need for Research and Innovation in The Hospitality Industry

*Sustainable Food Trends
Post-Covid*

*Responsible Tourism
Product Planning*

Micro-Tourism

*Impact of Hotel Industrial
Training*



HOSPITIUM

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

Volume 4.0 · Issue 1.0 · July, 2022

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Hospitium : Published by Faculty of Hospitality Management and Catering Technology, M.S.Ramaiah University of Applied Sciences, Gnanagangothri Campus, New BEL Road, MSR Nagar, Bangalore, Karnataka, India 560054

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Foreword

Professor Abby Mathew

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



I am proud to see the dedication and efforts of the editorial team in meticulously working on the release of the bi-annual volume of Hospitium. This issue is uniquely designed by the student Editor – Mr. R Hariharan of Batch 2019, BHM. There are insightful research articles related to ‘Research, Sustainability and Entrepreneurship in the Hospitality Industry’.

I wish all the readers “Happy reading”.

From the Editor-in-Chief's Desk



Dr. Sweety Jamgade

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It's exhilarating to release the new design of Volume 4, Issue 1 of the Hospitium Magazine. This issue is compiled under a broad theme, with an amalgamation of topics related to research, sustainability and entrepreneurship. The cover story on the 'Growing Need for Research and Innovation in the Hospitality Industry' written by Dr. Sudhagar is sagacious and facilitating for the research scholars in the hospitality industry.

Research articles by the MBA students in Hospitality Management are captivating. Articles by the Food and Beverage Production department staff and BHM students are interesting. Our alumni Chef. Nikhil H S and Mr. Sanjay N S have very well-articulated their professional journey and experiences. Hope you would appreciate the design and creativity contributed by the student of BHM final year (Batch 2019) Mr. R Hariharan. This issue would certainly be a good read.

I am closing this editorial piece with a thank you note, and a sincere request to the authors and readers to continue their patronage and provide their feedback.

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Growing Need for Research and Innovation in the Hospitality Industry in India



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Click Hospitality and Tourism Infinity (Click HTI),

Global Research and Innovation for All (GRIFA), and YLT
(Your Life Trishula)



The size of the global hotel market was US\$765.38 billion in the year 2020, and the revenue is expected to increase at a compound annual growth rate of 12.9 %, and revenue will touch US\$ 1,789.51 billion (Maximize market research.com) this year. The global travel and tourism market is expected to cross the \$8.9 trillion mark within the year 2026, with a CAGR of above 3.1% from 2021-2026 (Industryarc.com). The Indian hotel market is expected to reach US\$52 billion by 2027 (Indian brand equity foundation). The travel and tourism industry's contribution to the GDP is expected to reach US\$ 512 billion by the year 2028, along with US\$50.9 billion visitors for the Indian tourism and hospitality industry (Investindia.gov.in).

The above statistics indicate a promising future for the hotel and tourism industry, not just for India but globally. The hotel and tourism business is always dynamic, particularly now during the time of VUCA (volatility, uncertainty, complexity, and ambiguity).

Unlike other industries, the hotel and tourism industry follows standard operating procedures to manage and excel in the business. Despite implementing the best operating procedures and standards, the industry is struggling to achieve excellence on all fronts.

The above statistics indicate a promising future for the hotel and tourism industry, not just for India but globally. The hotel and tourism business is always dynamic, particularly now during the time of VUCA (Volatility, Uncertainty, Complexity, and Ambiguity). Unlike other industries, the hotel and tourism industry follows standard operating procedures to manage and excel in the business. Despite implementing the best operating procedures and standards, the industry is struggling to achieve excellence on all fronts.



Several problems impose challenges to the hotel and tourism industry, which can be classified into internal and external problems. The external problems include natural disasters, pandemic outbreaks such as COVID-19, terrorism, political instability, economic instability, irregular supply of raw materials and rising cost, rapid technological advancements, increasing customer demands and expectations from varying demographic and cultural segments, neck to neck competition from the competing brands and new entrants in the market, changing legal frameworks such as the implementation of GST in hotel services as well as raw materials used in hotels. The internal problems include a lack of skilled and passionate human resources, a high attrition rate of the employees, rising operating and maintenance costs, reduced business due to competition from the organized and unorganized business segments, inability to maintain the quality of products and services, reduced customer satisfaction due to various reasons, business fluctuations leading to unoccupied rooms and wastage of food and beverages, balancing employees, guest and management expectations, long working hours, disparity or low employee compensation, entry of third parties in the business in particular online travel agents, leading to declining of the profitability, rising technological cost and difficulty in achieving brand differentiation.

To handle the external and internal problems effectively in the hotel and tourism industry, merely deploying the standard operating procedure is not sufficient to meet the demands and expectations of the business.

The key to handling the problems is to invest in continuous research and innovation, which will provide practically feasible and viable solutions for the hotel and tourism business. In this scenario, effective collaboration between the industry and the academia will help to conduct cost-effective research for the hotel and tourism industry by utilizing the young talents pursuing hotel and tourism management programs. This in turn will create skilled professionals who will not only be capable of following the SOPs but possess the competency to conduct research for various problems faced by the hotel or tourism industry and arrive at solutions. With this approach, the opportunity to achieve business excellence as per the business forecast mentioned in the introduction section of this article will be very high. Below is a list of recommended research focus areas related to the hotel and tourism industry. The proposed areas are based on the author's experience in the industry, interaction with industry professionals, hotel and tourism researchers, and industry policymakers.

Tourism Industry Research Focus Area

1. Strategies to promote under or un-explored tourism destinations.
2. strategic business framework for the tourist and tourism suppliers interaction.
3. Innovative tourism supply chain models.
4. Sustainable business operations in tourism destinations.
5. Framework to develop tourism skills of the host communities.
6. Blueprint of rural tourism for every farmer of India.

7. Practically feasible and viable sustainable tourism practices.
8. Technology adoption for enhanced safety and security in tourism supply and service cycle.
9. Unique practices to attract an inflow of domestic and international tourists
10. Standardization of traditional souvenirs in tourist destinations.
11. Effective coordination framework for stakeholders in the tourism supply chain.
12. Framework to promote specialized tourism such as culinary tourism, spiritual tourism, tribal tourism, and wellness tourism.
13. Strategies to create a brand identity for new age tourism destination of India.
14. Tourists delight strategies based on Indian culture/theme.
15. Framework to communicate tourism policy to the stakeholders in a simplistic way.
16. Strategies to enhance return on investment (ROI) to customers and end service providers by eliminating unfair third parties.
17. Strategies to integrate Indian music, dance, and street skit as part of tourism entertainment.
18. Unique training framework for tourist guides.
19. Collaboration with foreign tourism destinations to integrate Indian tourism to provide a global tourism package.
20. Unique framework to restore dying tourist destinations.
21. Eco-sensitive practices for the entire tourism supply chain.
22. Strategies to adopt Go-local practices in the entire tourism supply chain
23. Strategies to promote the Biodiversity of India as part of the tourism offering
24. Innovative tourism formats.
25. Virtual tourism integration model for Indian tourist destinations.
26. Opportunities to attract young talents in the tourist industry.
27. Integrated tourism information model for the tourists and stakeholders involved in the tourism business.
28. Reinvention of local transportation to meet the needs and expectations of modern tourists.
29. Viable and profitable business model for the tourism business.
30. Crisis management models for the tourism business.
31. Innovative tourism entrepreneurship models

Hotel Industry Research Focus Area

1. Sustainable business model and practices for hotels
2. Unique business generation model for hotel guest rooms around the year
3. Reduction of personnel involvement in-room cleaning by technology automation.
4. Hotel customers' acceptance of technology and their experience with the technology.
5. Streamlining the standard operating procedures of the hotels to reduce the long working hours of the employees.
6. Effective employee engagement and motivation models for the hotels.
7. Supply chain framework to procure directly from the farmers/manufacturers.
8. Integrated security model for the hotels.
9. Framework to attract young talents to the hotel industry and strategies to retain them.
10. Customer segmentation models based on their needs, purchase behavior, demographic profile, customer emotions, cultural background, geographical location, etc.
11. Unique waste reduction and waste management models for the hotels.
12. Culinary and beverage innovations focusing on health and wellness by drawing inspiration from the Indian system of medicine.
13. Innovative service models for front office, housekeeping, food and beverage service, and live kitchen by drawing inspiration from Indian or global culture and traditions.
14. Comprehensive training framework to train and equip employees with multiple skills to perform multi-job roles in the hotels.
15. Sustainable financial management models and cost management models for the hotel business.
16. Cost and quality optimized purchase model for the hotels.
17. Customer complaint management and service recovery models.
18. Online reputation management framework for the hotels.
19. Integrated audit framework for the hotels.
20. Employee and customer acquisition and retention models for the hotels.
21. Online business management models, particularly for online food and beverage businesses.
22. Innovative learning and development models for hotels, particularly in the Skill development of the hotel employees.

23. Guest expectation capturing framework for hotels
24. Crisis management models for the hotels
25. Quality enhancement and management models for the hotels
26. Integrated legal compliance framework for the hotels
27. Unique business verticals for the hotels
28. Equipment maintenance model for the hotels
29. Stakeholders' collaboration model for the hotels
30. Unique environmentally friendly practices and models for the hotels
31. Innovative advertisement and promotional models for the hotels

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Sustainable Food Trends Post COVID-19

**Chefs - Ms. Neena J., Ms. Nagarekha P. Mr. Shyam P.
Mr. Shashi S., Mr. Mr. Sridhar K.**



The COVID-19 pandemic has badly hit the hospitality industry and many food businesses nearly went out of business. The lockdown phase in homes saw the emergence of in-house chefs who were willing to experiment with unfamiliar ingredients and innovative cooking. A big shout out to the YouTubers who flooded the internet with cooking videos which made it easy for the uninitiated wannabe chefs to create culinary delights in the comfort of their homes. Surprisingly, it brought cheer to the families with nowhere to go and experiment with new food delights.

People became more aware of ingredients, recipes, cooking methods, cooking fuels, and the pros and cons of each element being used to prepare a meal. One definite outcome seen worldwide was the benefits of plant-based food which is not new for Indians but reinforced our pride in traditional food which has predominantly been plant-based. Many Indian dishes took centre stage on menus in homes, restaurants, and other outlets.

Vegetarianism



Vegetarianism is becoming more popular with people worldwide. This gives chefs more opportunities to increase their talents and offer more to the world and move away from stereotypical menus. Menu planning principles tell us that menus must offer something to suit every diner's palate. In the past, this was easier said than done and restaurant menus focused on popular non-vegetarian dishes and vegetarians had very little to choose from, unless they went to purely vegetarian restaurants.



Homemade Food

Homemade products are being viewed with new respect and restaurants are marketing their menus promoting the use of homemade ingredients rather than packaged or canned, readymade, store-bought ingredients and products. From sauces to bread, all is made available in-house. Many people are aware about the sourdough bread and the difference between fresh pasta and dry pasta. Fresh ingredients made in-house have the added benefit of lower costs, healthier options for diners, and value for money for all the stakeholders.

Zero Waste Cooking



Controlling costs has always been challenging for food businesses, keeping costs down and maintaining quality consistently. Keeping waste down is one surefire way of keeping costs down. Today, chefs are making real efforts to implement zero-waste cooking by using every part of an ingredient to ensure minimal waste. This not only reduces costs but reduces waste generated in kitchens which helps the environment in a big way. It would be great if every commercial kitchen and every household adopts a sustainable practice of zero-waste cooking. The first step towards this is to buy less, utilize everything that is bought and not have anything to store at the end of the day. This can save millions in storage space, cost of ingredients, and cost of production.

Local Ingredients

‘Be vocal for local’ has become the mantra for many chefs. Usage of local ingredients has many benefits, from supporting the local farmers to bringing down the carbon footprint. Imported goods are a complete NO for supporters using local ingredients only for their menus. The offshoot of this is the popularity of kitchen gardens that have sprung up on terraces, gardens, and every inch of space available in apartments. Kitchen garden restaurants have become very popular and diners are charmed by the idea of freshly plucked produce that goes into the making of the dish that they have ordered. Local ingredients may limit the extent of dishes offered on a menu but it surely challenges chefs to take their talents to the next level.

The search for alternatives to exotic ingredients that were hard to find during the pandemic made people turn to hyper-local ingredients. Farmers were made to understand the requirements of the food industry and they began to grow quality ingredients for homes and restaurants. This connection between the growers and the consumers opened new avenues for all stakeholders to bring in experimentation and variety to the menus. From this emerged micro cuisines from popular regional cuisines of the countries. Chefs in India, in particular, began to explore different dishes, flavours and tastes thereby discovering many forgotten dishes that were added to their menu. This further encouraged the farmers to produce cuisine-specific ingredients. Replacing rice and wheat with millets is a classic example of this and many millet-based dishes that were forgotten were revived and offered on menus.



Reducetarianism

Being inactive and homebound led to many health issues and people began to question the appropriateness of what they were eating and the quantities they were consuming. Many people reduced the number of times they had a meal and also reduced certain types of food like meat, fatty foods, baked products, aerated beverages, and sweets to name a few, and began to look for alternatives. Thus, this buzzword ‘Reducetarianism’ was coined and is expected to grow exponentially. Many substitutes for meat in the form of tempeh, cultured meat, and a range of innovative products have surfaced.

This brings to the last segment of the article about the quest for keeping the gut healthy. It is common knowledge that a healthy stomach ensures a healthy body. Many ingredients used in daily cooking have gut-friendly properties and people have started consuming them daily in the form of beverages, soups, and salads. Apple cider vinegar, turmeric, cinnamon, and lemon grass are on every kitchen shelf and a phenomenal number of healthy ingredients for healthy cooking are available in stores raking up huge sales.

With growing awareness about sustainable lifestyles, lifestyle changes, health, nutrition connections, and technological advances, there are huge opportunities for chefs to explore, experiment, and establish menus, recipes, and methodologies to enhance eating experiences.

Responsible and Sustainable Tourism Product Planning

Puja Mondal (MBA- HM, Batch 2020)



In order to satisfy the demands of visitors, the tourism industry and host communities must not jeopardize the capacity of future generations. Hence, there is a need for sustainable tourism product planning and design for a sustainable future. The ability of future generations to meet their own needs should not be compromised in the process of developing a way that is sustainable.

Sustainable Tourism definition includes the following two ideas:

- The idea of "needs," particularly those of the impoverished.
- The capacity to satisfy both current and future needs.

Tourism that is sustainable should follow the below-given guidelines:

1) Utilize environmental resources as effectively as possible to support sustainable tourism development while preserving vital ecological processes and promoting biodiversity and natural heritage preservation.

2) Respect the sociocultural authenticity of the local residents, preserve their traditional values and built and live cultural assets, and promote tolerance and intercultural understanding.

3) Ensure long-term economic viability, equitable distribution of socio-economic advantages to all stakeholders, including steady job and income-earning possibilities, social services for host communities, and a reduction in poverty.

Prior to the start of the previous decade, the tourism industry was viewed as a lucrative industry with few obstacles to the entrance, no evident development restrictions, almost universal government support, and, for the most part, few effective legislative obligations to taking the environment into consideration.

Environmental, economic, and societal effects result from tourism. The goal of sustainable tourism is to reduce negative effects while promoting favorable ones. It appears that the social implications are a combination of beneficial, adverse, and economic repercussions.



Environmental Aspects of Sustainable Tourism

For many, sustainability refers to the environment, particularly the natural, and physical environment, and its preservation. The environment, however, consists of much more than just the natural terrain.

Economical Aspects of Sustainable Tourism

While discussing sustainable tourism, the economic aspect frequently receives less consideration than the environmental concerns. Tourism is a significant industry and a substantial source of foreign cash. It is the foundation for the expansion of many international corporations, and it contributes significantly to annual discretionary income. These factors make tourism an economic phenomenon.

Social Aspects of Sustainable Tourism

In comparison to environmental effects, the social aspects of tourism have received less emphasis in discussions about sustainable tourism. This is because the socio-cultural effects of tourism typically develop gradually and inaudibly over time. Additionally, they are primarily immaterial and invisible. The social effects of tourism are typically irreversible, with little or no chance to undo the changes once they have occurred. The host community has typically been the primary concern when considering the social impact of sustainable tourism.

The items and services that make up tourism experiences and are particularly created to be environmental, social, historical, economical, educational, and encourage local participation are known as responsible tourism products.

Some of the goods used in responsible tourism products include :

Responsible travel destinations, responsible travel attractions, responsible travel lodging, and responsible travel transportation.

The development of sustainable tourism products must incorporate sustainability concepts. The three important components of responsible tourism product development process is illustrated below:



Fig: Responsible Tourism Product Planning Process

A Need to Instill Entrepreneurship Motivation Among Hotel Management Graduates in India

Sampath N (MBA- HM, Batch 2020)



Whether a nation has a developed economy, a developing economy, or is still expanding, entrepreneurship is essential for its economic development. Even though the importance of entrepreneurship is now well recognized, it is observed that India is still trailing behind in the development of entrepreneurship. Due to the fact that entrepreneurs today not only generate jobs for themselves but also for many people, experts in developed countries believe that increasing entrepreneurship may significantly reduce the problem of unemployment. In addition to addressing the unemployment problem, entrepreneurship may boost the GDP by producing superior services and goods for societal consumption.

In spite of this, only a very small percentage of students in India select entrepreneurship as a career. One of the most effective ways to instill entrepreneurship motivation among students is through higher education, particularly entrepreneurship training and business training. It has been noted that small number of studies have focused on entrepreneurial aspirations among college students in India.

Governments may encourage many people to start their own businesses in the current environment. It is predicted that programs like "The Startup India" and "Standup India" would encourage young people to create their own businesses. At this point, it will be important to consider students' entrepreneurial goals that allow them to support academics, policymakers, and administrators. In that direction, this article aims to comprehend the entrepreneurial purpose that is now luring many university students, particularly among postgraduate business management students in India.

Thus, there is a need to address the questions of how the students of hotel management courses should choose to pursue entrepreneurship as a career and what attitude and goals they must have in this regard. The situation may be completely different if it's feasible to persuade even a small percentage of graduates to choose entrepreneurship as a career option rather than looking for paid employment. With the encouragement of entrepreneurship culture among hotel management graduate, there will be tremendous innovation in the hospitality industry.

Career Prospects for Women in the Alcoholic Beverage Industry

Monisha GR (MBA- HM, Batch 2020)



It might be strange to imagine the world of spirits, which is dominated by men as also being inherently feminine today. There is limited knowledge of beer, wine, and spirits among women. However, women around the world dominated the brewing and distilling industries prior to the industrial revolution. While men hunted, women processed grains and some were fermented.

It is difficult to overstate how special is the chance for female professionals in the alcoholic beverage field who are looking for mentors and role models, who can be followed in their career trajectories. While brewing skills are undoubtedly a primary focus, the industry's development also depends on a number of other positions, namely in the areas of brand development, sales, marketing, community development, and other relevant fields. The presence of people with a wide range of ideas and experiences at the decision-makers' table is always advantageous for organizations.

The industry requires professionals to fill cross-functional roles, regardless of gender. The number of women working in the beer industry as brewers,

brewery owners, beer tenders, and beer writers among other spirits has increased significantly during the past several years. The number of women looking for employment in the beer sector is constantly growing, providing them with a fair opportunity to advance and prosper without facing discrimination, once the obstacles of irregular work hours and heavy machinery lifting have been overcome.

The roles of women who are working in the alcoholic beverage industry range from producers to bartenders. All of them took their first step from being a student, stewards, or who were working in a completely different field and chose to follow their passion. Being extremely patient, hardworking, and modest are the three qualities that will help women sustain themselves in the hospitality industry. There are several opportunities for women in the alcoholic beverage industry in terms of employment. As they start working, they can start learning too.

They can become a winemaker or they can become a producer or they can set up their own retail outlets too. Based on the various licenses that they get, there are no obstacles for women to grow in this industry. We need to build a strong inclusive community, hold each other and bring them up together.



This can happen by avoiding the odd, accepting good, bad, and ugly, and giving constructive feedback to grow and develop.

The future seems bright and positive for women as we are seeing several women brand owners, distillers, beverage managers, brand ambassadors, and brand managers already in the industry. We need to educate them more and have more women on board.

Embracing Sustainability through Tourists' Behavioral Perspective towards Sustainable Tourism

Joseph Allen Fernando (MBA- HM, Batch 2020)



The term sustainability refers to the good use of science as they are adaptable in terms of managing the available resources on our crowded and complex planet. The study on sustainability has indirectly increased our interest in the global warming phenomenon and assists us in recognizing our current course towards a more catastrophic circumstance. It is essential for individuals to learn the current global scenario, which will enable them to work towards a better way of life. It is important to understand the science of the underlying climate change, the environment, and social sustainability, as well as their impact on all businesses.

Society, Economics, and Environment are considered to be the three pillars of achieving sustainability goals. Although, most people commonly refer to sustainability as an environment-related factor, the subject of social responsibility and economics is generally overlooked. Sustainability as a standalone concept is losing influence when it is accompanied by a defining phrase like "ecological," "agricultural," or "economic".

The authors attempt to explain sustainability in the simplest terms possible by saying that sustainability serves as a link between human demands and ecosystem services but without compromising the health of the ecosystem. Humans must meet their current needs while acknowledging that the environment has relatively limited resources to offer in order to avoid compromising the hopes of future generations. As "We have not inherited this earth from our forefathers, but borrowed it from future generations." The only means of achieving sustainable development is to adapt our consumption habits, which should be balanced with the planet's current population. Responsible behaviour and sustainable progress which was once a choice have become an obligation to the present generation.

The rapid growth of the tourism industry has contributed to uplifting the economy of locals and their communities. In the past years, the residents have expressed their dissatisfaction with the rise in tourists and their unsustainable behaviour.



So, addressing tourists' behaviour could result in significant change and have a positive impact on sustainability. Researchers are currently using this study to try and understand the behavioural perspective of tourists and the demand for sustainable tourism in light of the information about sustainability and responsible behaviour that exists among people. There is a need to identify the gap between the theories/ ideologies and the practical implications of following sustainable practices.

Sustainability is a term that cannot be disregarded, despite the fact that it may be overused at the moment. Everyone needs to behave morally and responsibly now. Both visitors and residents of a particular destination should begin addressing their concerns about the undesirable consequences and repercussions.

The **UNWTO** has launched a movement with 17 goals, also known as SDG 2030, to raise awareness of Sustainable Development around the world. All of the objectives could potentially benefit from tourism, whether directly or indirectly. The 2030 Agenda concentrates on sustainable tourism. However, implementing this agenda effectively calls for a well-defined strategic plan, sufficient funding, and investments in infrastructure, technology, and personnel (UNWTO, 2015). The SDG 2030 goals can only be met by motivating tourists to act more responsibly and with greater care.

With the development of numerous research streams, 'Responsible Tourism' has now received official acceptance and support from various well-known tourist destinations, marketers, decision-makers, and academic research institutions throughout the world. Thus there is a need to embrace sustainability by the tourists.

A Glimpse into the World of Micro-Tourism

Imon Sengupta (BHM- Batch 2019)

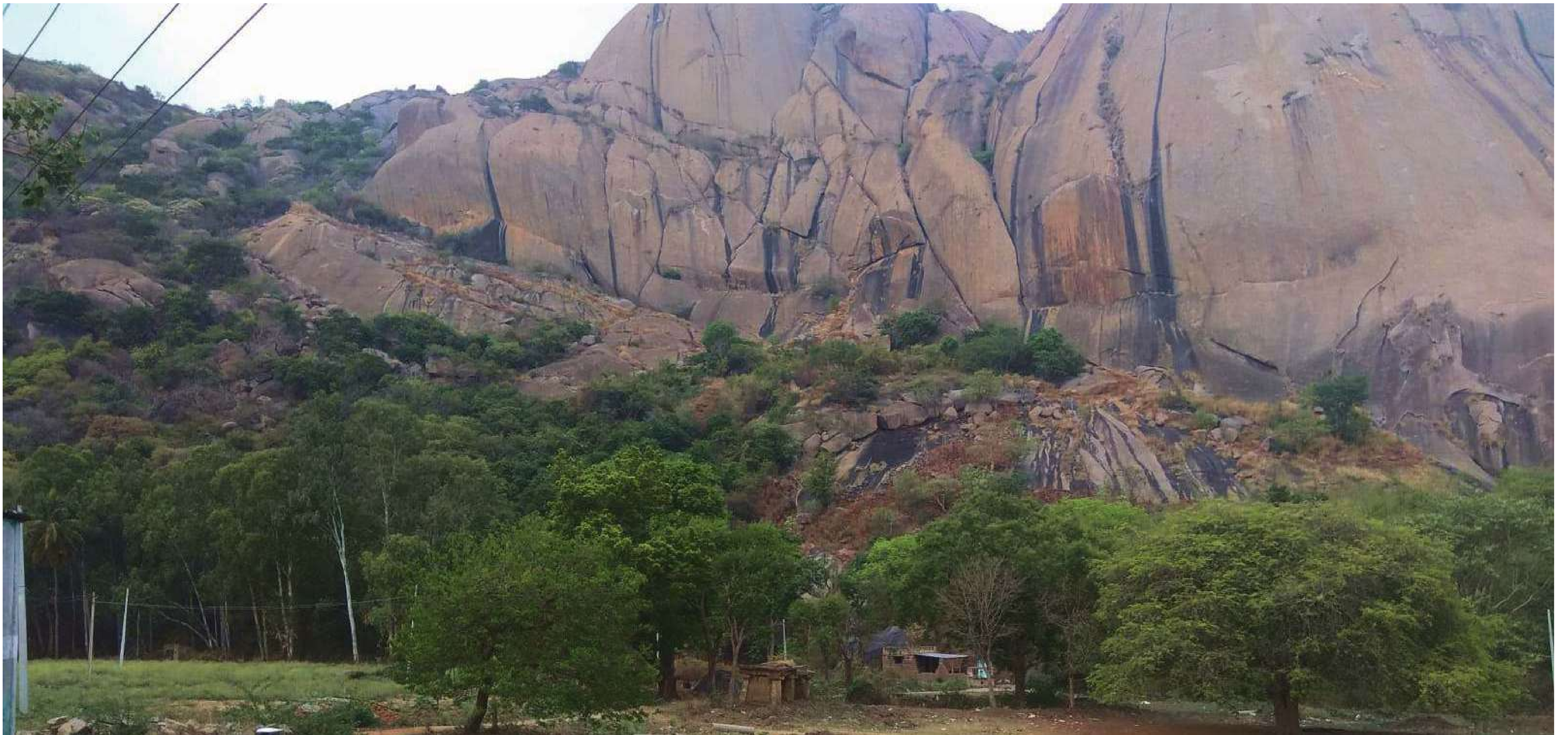


Fig. Savanadurga Hills, Bangalore

The modern generation of travellers is quite spontaneous and does not shy away from out-of-the-ordinary adventures. Post-pandemic, with international travelers coming to a halt and the rise of an increasingly frantic lifestyle, people are craving some respite again and again. This has led to the birth of a very unique kind of tourism called 'Micro-Tourism'.

Micro-tourism refers to short trips to nearby locations that lie an hour or two away from one's home. Modern-day travellers are extremely work-oriented and always think twice before going on a long vacation. Generation Z (like me), as we all know is quite the impatient one, want to experience and explore nature in all its glory but cannot afford to spend the amount of time it requires. Therefore, micro-tourism is perfect for travellers like us. It not only allows us to enjoy 'Mother Nature' at our absolute convenience but also gives us the pleasure of discovering new destinations during our journey.

The best part is that we can completely do away with the tedious and cumbersome activity of packing. The onset of the pandemic, though difficult in many possible ways has been an eye-opener for all of us. There has been a major shift in everyone's mood toward travel. Micro-tourism is much more acceptable these days due to several reasons, mainly safety, convenience, and sustainability. It allows us to discover new and fascinating aspects about our neighbourhood areas in a short drive time. This, in turn, promotes many local cultures and businesses which have the potential to contribute to our economic growth in the near future.

India is famous worldwide for its rich cultural heritage. Somewhere, with booming globalisation and cross-cultural exchange, the great Indian heritage is somehow disorienting. We choose to play with toys brought in from foreign countries instead of the graceful toys of 'Channapatna' and often ignore our local cuisine too. Micro-tourism will address these



Fig. View from Mutthurayaswamy temple, Bangalore

problems and bring us much closer to ourselves and our culture.

India is deeply unexplored and there are a lot of untapped regions to consider. Near Bangalore, we have DD hills, a hilltop temple and ‘Savanadurga hills’ which are ideal for safe trekking. The ‘Ranganathittu Bird Sanctuary’ is a delight for bird-watchers.

The waterfalls of ‘Muthyala Maduvu’ that create an illusion of a string of pearls were unknown to me for a very long time until recently and I am confident that they are many like me.

A weekend trip to ‘Dandiganahalli Dam’ which is just a 90-minute drive away from the main city is still on my checklist!

With a couple of recommendations, I urge everyone to travel as much as possible and whenever they can as “Not all classrooms have four walls”.



Impact of Hotel Industrial Training on Hotel Management Students

C. Naga Vineeth – (MBA- HM, Batch 2020)



Industrial training requires hotel management students to have skills to develop further knowledge of work in the hotel. It not only improves performance but also the capability to work in a hotel. Students need to study and intern/ train so that they can have some knowledge of what to do before going into the hotel. Training gives more knowledge about operations in the hotel. Training is not only an academically inclined activity but also emphasizes moulding and cultivating an individual into a professional as per the job requirements. As such, efforts are made to enhance soft skills and teamwork proficiency along with technical knowledge and real-world skills during the training. Learning about the safety measures that need to be undertaken is another crucial aspect as it ensures that neither the individual performing the task nor the people around him/ her are injured due to any errors.

It is an important aspect of the hotel management curriculum. It gives real-time working knowledge to the students for 3 months to 6 months in the program. Training is mostly in summer and winter batches as the hotel needs extra support during these seasons and the hotel will be a full house on these days. Students get the opportunity to learn better during these times. They learn a special set of skills by working in the hotel.

Students get to learn by perceiving and performing live operations. For stipulated period, they work as a part of the department they are delegated to. Accordingly, they are offered a broader practical exposure in the operational areas. This helps them to identify the area of interest in which they may decide to begin their career. Students tend to have huge hope after college as hotels seem to portray a glamorous world. Behind the scenes, not everyone is fortunate enough to be able to get into the celebrity life. Nevertheless, even after being made aware of this fact, students do not lose hope and tend to believe in the fact that they can pass through. However, quite a few of them let go of their dreams when they actually enter the industry by means of their internship period.

It has been identified that there are students that stop their careers in the hotel industry due to their own priorities/ expectations from the hotel industry. The impact of an internship on hotel management students is through the development of personality skills, communication skills, soft skills, knowledge, and career-making skills.

Technological Development of Soft Services in Facility Management (FM)

Sachu Sebastian (MBA- HM, Batch 2020)



Facility Management (FM) is a multidisciplinary profession that integrates people, place, process, and technology in order to guarantee the efficient operation, comfort, safety, and effectiveness of the physical environment. The popularity of FM is due to a variety of interconnected variables. First and foremost, the greater area of application for FM is notably the real estate business, that continues to exist despite the tremendous challenges suffered in recent years. It continues to play an important role in the economy on a global scale. Second, since the real estate value chain has evolved through time, it now comprises a variety of stakeholders that work together to develop real estate value. Three categories are used to classify these variables: asset, property, and facilities management with FM being one of the least researched from an academic standpoint. The value of the worldwide facility management market in 2020 was estimated to be 1.34 trillion dollars. For businesses, facility management entails providing auxiliary services like cleaning, catering, bookkeeping, and IT.

The most significant facility management statistics concentrate on personnel. The purpose of the workplace is to serve employees; therefore, it is shaped mostly by their requirements, preferences, and work practice

The term "soft services" refers to a variety of services that improve the living and working conditions in a given setting. Hard or technical services are those provided to maintain the physical structures on the site, such as the MEP (Mechanical, Electrical, and Plumbing) systems. The future of technology in facility management equipment are strategic space planning, advanced HVAC technology, enterprise asset management (EAM) software, touchless technologies in the workplace, building information modeling (BIM), artificial intelligence (AI), and machine learning, Internet of Things (IoT) sensors, and smart building technologies.

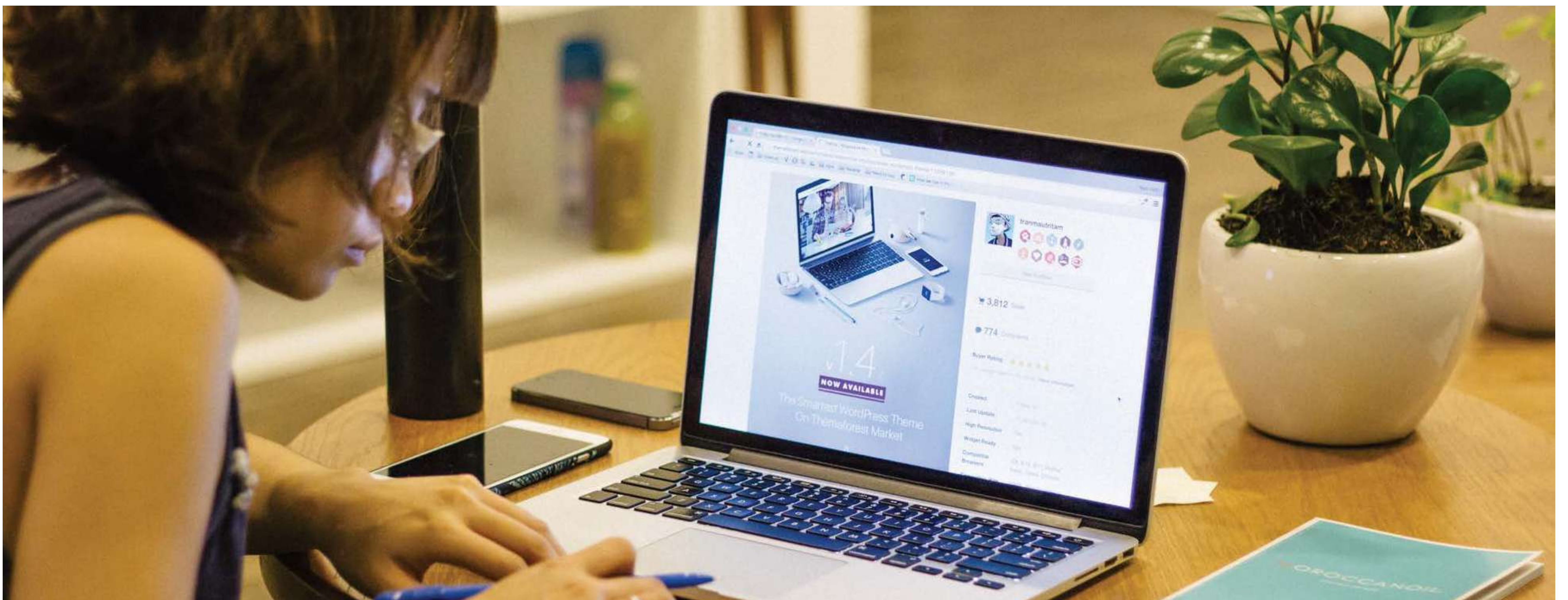


The various list of technologies present in the Facility Management are:

1. The Internet of Things is included in some of the most interesting FM industry statistics, enabling more informed workplace decisions. Numerous contemporary trends, such as greater space usage, flexible workspaces, and integrated facilities management, are being driven by this quickly expanding workplace category.
2. Touchless workplace technology, Advanced HVAC technology, Building information modeling (BIM) technology, Machine learning and artificial intelligence (AI), Smart cleaning technology & IoT sensors.
3. Enterprise asset management (EAM) software, Advanced HVAC technology.
4. Building automation systems (BAS) and HVAC facility management technology advancements have made significant progress in lowering facility management expenses.

Higher Education Institutions Students' Perspective Towards Acceptance of E-Learning

Yashaswini M.B – (MBA - HM, Batch 2020)



Online learning is no longer an innovation but has become the norm in the majority of the universities across the globe. In addition, it is essential for students to keep up with the latest skills required for a successful career. This pandemic effectively forced the global halt of several happenings, including educational activities, ensuing in a huge crisis-response movement of universities, with online learning serving as the educational platform.

COVID-19 has brought learning technology to every doorstep and students have experienced e-learning at a very young age, maybe starting at 5 years of age. It is also important to understand what is running in the student's mind regarding the future acceptance of electronic learning as well.

Nobody could have foreseen that Covid-19 would turn our world upside down and radically alter our way of life. Online learning is speedily becoming one of the utmost effective methods of delivering education. The virus has had such an impact that online teaching became a seemingly ubiquitous part of our growing world, resulting in school closures and no further physical interaction between teachers and students. This normal has long evolved, with the pandemic engulfing the entire world in early 2020.

The new norm involves the teacher reciting the same lecture to the same students, despite the fact that they are miles apart, with only a thin string of internet connecting them so integrally even from afar. A numeral of studies has been conducted in recent years to compare online and in-person learning at the college level. According to the literature, students naturally self-select into online or in-person programs or courses, which confounds estimations of student results. That is, changes in student characteristics may cause alterations in outcome measures that are unconnected to mode of training. Furthermore, the instructor, content, assignments, and other course features may vary between online and in-person methods, making direct comparisons difficult.

From the literature review, it is understood that students' satisfaction plays an important factor in e-learning. The majority of the students are not satisfied due to various factors and lack the motivation to focus on e-learning sessions.

This leads to a lack of learner satisfaction which impacts the student's acceptance of e-learning in the future. Students also lack the confidence to seek help from teachers or peers. It is also important for institutions to improve online courses based on the students' requirements.

Impact of Covid-19 on Operations of Small Segment Restaurants

Jayakumar A – (MBA - HM, Batch 2020)



The year 2020 started with unsettling and unfortunate occurrence of a new disease in the line of many new infections that the world has experienced in the past many years. The nomenclature given to the new severe acute respiratory syndrome (SARS) outbreak was the novel coronavirus. Later termed COVID-19, the disease represented typical pneumonia that started in China and later spread across nations the world over. Countries like the United States of America, Brazil, India, Italy, Spain, France, South Korea, Italy, Iran, and many more experienced the unprecedented spread of the disease and life loss during the last several months. The impact of the current coronavirus outbreak to date has long surpassed those that were observed during the SARS epidemic in 2002– 2003. The enormity of this outbreak can be imagined from the fact that even leaders and prominent people couldn't escape from the infection.

We all have been struck by the pandemic since the outbreak at the end of 2019. However, the impact of the pandemic was different on different sectors of society be it individual human beings or businesses. Due to the pandemic, the global economy was shut down in a single day. The pandemic has confronted the restaurant business with an unprecedented challenge. Strategies to flatten the COVID-19 curve such as lockdowns, social distancing, and stay-at-home orders have resulted in the tentative closure of

many restaurant businesses and significantly decreased the demand for businesses. Almost all restaurants have been asked to restrict their operations to the most effective takeaways. Restrictions issued on travel by the government brought about a sharp decline in restaurant occupancies and sales. However, the reopening of restaurants has slowly begun and the government has started to ease restrictions, for instance, allowing dine-in restaurants to reopen at a reduced capacity with strict social distancing guidelines.

In 2021, we thought the impact of the pandemic is reduced, and the world is getting back to normalcy but as per the latest news, there is a new virus named 'Omicron'. The COVID-19 pandemic upturned the restaurant industry. But while restrictions on indoor dining have eased and customers have steadily returned, the new Omicron variant threatens to stall or reverse that progress. As per a recent study, this virus has large mutations which are concerning.

It is not simply the food restaurant industry but as a matter of fact, the whole of the travel and tourism industry is suffering the backlash of the corona. From movie halls to malls, wherever there is interaction, humans were restricted in these areas. Devices must be reinvented, with more modern strategies to minimize human interaction.



Restaurant businesses are predicted to make substantial changes to their operations in the COVID-19 business environment in order to ensure employees' and customers' health and safety. This pandemic is likely to have a vast effect on the studies agenda of restaurant marketing and management students. With unprecedented challenges confronted by the restaurant business during the COVID-19 era, researchers are expected to shift their research focus to develop solutions for the industry. Researchers will need to provide solutions to some of the critical questions such as: what are the clients' sentiments about dining in during the time of coronavirus? Are they ready to return? If not, what is going to lead them to return?

To be honest, even in the future if COVID-19 disappeared, human beings will be hesitant in ordering food or eating out for a long time to come. A small poll on Twitter that was reacted to by 10346 respondents showed more than half (53%) people opting not to order meals at the same time as 13 % stated that they might order and the rest 34% said they'll continue to order food.

Therefore, while using previous conceptual and theoretical frameworks might benefit future studies, it is important to generate new knowledge which can offer insight to the restaurants about how to remodel

their operations in step with newly rising customers' wants and needs due to the COVID-19 pandemic. The new research must offer something new and unique, make a critical contribution to the sustainable restaurant business, propose a more efficient way of solving a problem, and provide sound conceptual and theoretical operation frameworks and implications.

Industry Speaks

Mr. Anubhav Saxena

Associate Director of Sales in Hilton and Hilton Garden Inn Embassy Manyata Business Park, Bangalore

Interviewed by Joseph Allen Fernando, (MBA- HM, Batch 2020)



Mr. Anubhav Saxena is the Associate Director of Sales in Hilton and Hilton Garden Inn Embassy Manyata Business Park Bangalore, which is the biggest hotel in the Asia Pacific region. It was my pleasure to have interacted with Mr. Saxena and get to know the various insights and knowledge that he wanted to share with future hospitality professionals through Hospitium Magazine.

Mr. Saxena started his career in the hospitality segment as a Management Trainee. By having a start in his career in operational departments like Front Office, he soon moved on to the Event Sales Team and from there to the Corporate Office of Hilton. He started out handling regional accounts in Bangalore, then moved on to handle regional accounts in Mumbai as part of his next assignment in the Hilton Corporate Office.

In the past seven years of his career, Mr. Anubhav has seen tremendous growth in his career and one could say that it is genuinely out of his involvement/ passion for work and his keen interest to continue learning. After being asked, if being in Sales was his ideal choice of work? He replied stating that “One shouldn’t get too attached to one’s job or one’s role, but always aspire to learn new things”. He ideally wants to be more involved in making strategies and optimizing businesses.

As his advice to future hospitality students, he wants them to **start exploring different career paths and acquiring more skill-based knowledge towards their niche interests and not being attached to just one segment from a bucket load of opportunities.**

His suggestions and recommendations were to tell students that, they should not set their own barriers pertaining to their job role. **One can progress only when he/she has the vision and will to learn things that is not constrained to his/her particular job role.**

Alumni Speaks

Chef Nikhil H S

CEO- Café Mathu Kathe, Bangalore

BVoc Batch: 2018 FHMCT, M.S. Ramaiah University of Applied Sciences



Professional Journey

From childhood, I had a great passion and desire to start my own food outlet. From the day I joined the BVoc- Culinary Operations course in FHMCT, I started to save money every month and deposited it in the bank for my business. Obviously, in the initial stages, my plans and my ideas about the style of the restaurant were completely different from what I am currently doing. That is because every year when I got to learn new cuisine, it made me improve my thoughts and ideas. This shows the importance of studying or pursuing this course. Even though I knew cooking and had a unique style of thinking, it would have been a completely different way if I had started the food outlet before pursuing this course.

As I mentioned earlier, there are many points to be considered before starting a food business. The main aspects are that you get trained professionally in the college and more than that, the support, encouragement, contact and the expert opinion that you can acquire from the college. Initially, during my first year of college, I had planned to start a restaurant concentrating on breakfast serving 'temple-style Satvik food'. Then, I had the idea of starting a cloud kitchen selling varieties of bread. Also, I planned for a North Karnataka cuisine restaurant but finally ended up with a cozy Cafeteria in Bangalore serving unique food and beverages at a very affordable price. In fact, I am very proud to tell you that this is the first traditional cafe in the area of Abbigere where, in a radius of 4kms, this is the only cafe. Talking about 'Café Mathu Kathe' (ಮಾತು ಕಥೆ in Kannada), it means 'Talks and Stories.' I named it so because usually, people like to go to a café to talk to their special ones either on formal or informal occasions. I wanted the café to be a little different from the others in the form that you cannot find any form of music being played in this café. Instead, I have

dedicated this café to book lovers where I have kept many Kannada and English fictional and non-fictional story books and magazines. Initially, the crowd was quite low because people were not used to this concept and it was very new in the locality. Later, its footfall gradually increased and the best part is once the customers came to the café, they really enjoyed the food and beverages served here and they started to come back to the café. The highlight of cafe is we sell 'oil-less fries', 'nuggets', 'wedges' and exotic beverages like 'Cappuccino' and 'Mocha' at a very reasonable price which is between ₹90/- to ₹95/- but the most sold and loved food at our Café is 'Pizza' where we serve it with 2 layers of exotic cheese and vegetables at a very low price of ₹99/-. In fact, the Google review of our café is filled with reviews on Pizza where they mention that it is tastier than what is offered by others. That is when I realized that I have won and succeeded as a 'Chef'. Also, not to forget that I always used to enjoy cooking in various shows including live events, live shows, and a couple of TV shows. I still enjoy doing that and still do many cookery videos frequently and post them on social networks.

College Memories

I really feel blessed to be a part of the 2018 B.Voc Culinary Operations batch as everyone in our batch was very passionate and interested to learn every day. It was basically a tough competition for me each day in college. Talking about the staff at FHMCT, they were the biggest support, personally for me as they are experienced, knowledgeable, and supportive. Staff expects basic discipline, good behavior, and completion of the assigned work on time. If we follow it regularly, they used to be one among our close ones. Having that friendly and supportive environment makes the students comfortable and gives them confidence, which is very rare nowadays.

Luckily, most of the staff at the University are like that, and in fact many times, we ignored the small things in life. Whatever I have applied in my food business, it is from the basic things that I learned in college. I proudly tell that when I started this business, I didn't contact any architect, interior designer, menu planner, or designer. Everything was taught in the college in a detailed way. The things that were taught not only could turn us into successful businessmen but also to be successful chefs or excel in any field you choose in this industry. So, I heartily thank all the staff as they have played a major role in my career and life, especially Prof. Neena Joshi, Chef Shashi Sharma, Chef Sridhar Krishnan, Chef Shyam Prasad, and Ms. Shashi Binani. Also, not to forget Dr. Sweety Ma'am for the great opportunity and the support and encouragement that she has always given. Also, I am thankful to my family members for always supporting my personal and career life.

Message to Juniors:

I always believe that youngsters are more updated, smart and have their own style of working. **Do not forget that you are special, unique and definitely you are the best. Have confidence in yourself. Never think about the results. Do not hesitate to share new ideas or thoughts.** I feel that everyone is talented in their own style and they fail only because they hesitate to show or share and apply in their lives.

Alumni Speaks

Sanjay N Skandha

Sales and Service- Front Team Controller
Kabushikigaisha Adachiya Co. Ltd., Fukushima
Prefecture, Fukushima City, Japan



I would like to start with a statement- **"Know your abilities, be clear with the target, and do not compromise."** I am Sanjay, an alumnus of FHMCT from M.S.Ramaiah University of Applied Sciences and the batch of 2014-2018. Thinking of becoming a hotelier and a promising leader, I joined Ramaiah University and it was one of the best decisions I ever made.

Back in my college days, I was just an average or may be a below-average student, definitely not a famous or a star kid but the university always gave me a quality education which made me achieve a good life for myself. Although average in academics, I was always interested in training programs, events, part-time work, and ODC (Out Door Catering) which eventually made me a leader in ODCs and events serving thousands of guests and handling hundreds of boys working under my guidance. As a result, my 3rd and 4th year at the university was pretty busy balancing both my academics and work. I am grateful to my professors and friends who always helped me in my academics enabling me to graduate with a BHM degree without a year back or any failure.

The headache starts after graduation thinking about which property or hotel to join, in which department, and at what package. What is important- Money, Brand, or Post-Graduation? Definitely, I was also in the dilemma but having done my internship at The Ritz Carlton Bangalore, I always wanted to join Hotels for my career development. Having a handful of job offers, thinking about making money, and also becoming a future leader, I joined the hotel, Sheraton Grand, in the Front Office and Food & Beverage Service team. I was assigned to Food and Beverage Service, in one of the busiest and upscale luxury dining at the hotel. It went all good for a few months but the package was not tempting enough to fulfill my dreams. In fact, I was making a handful of money with my part-time ODCs and events which made me think

if I was compromising in life. Am I meant only for a small amount of package and thoughts like that? Just to add, people say "Money comes with experience, so have patience, compromise for a few years, and work." But I was literally opposite to those words and as a result, I choose to pursue post-graduation.

I always knew my capabilities and target, so I did my research on doing my Master's degree where I will have a good scope for my studies as well as help me to reach my goal. So, I chose Japan for my post-graduation which was surprising for many as I did not choose an English-speaking nation. But there were many pros over cons. Why Japan? Definitely, I would say that Japan is a small nation with the world's largest economy, infrastructure, advanced technology and healthcare, a decrease in population, a need for skilled professionals, secured employment, and good packages. Graduating from my Japanese University helped me to become a professional in management studies and to get my work visa smoothly.

It's been 3 years in Japan. And **'YES'** today I am securely employed in a Japanese firm that owns hotels and distilleries and as a part of the sales and service team with a good package of 4 million yen annually which is approximately 26-28 lakh. I am happy with my employer, PF plans, healthcare, insurance, and secured savings. And definitely yes, one can make money along with experience!!!!

It's just my small suggestion to juniors with my same initial statement: **"Know your abilities, be clear with the target, and do not compromise."**

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

- M S Ramaiah group of Educational Institutions established in 1962 is a pioneer in the field of technical and professional education in India with 24 institutions of higher education under its umbrella.
- The College of Hotel Management was established in 1993 and is currently in its 26th year of operation as Faculty of Hospitality Management and Catering Technology (FHMCT) under Ramaiah University of Applied Sciences (MSRUAS)

Alumni

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



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



Siddhant Chalke
Head Concierge at The Four
Seasons, Bengaluru
India



Hazel Carolyn Xavier
Batch 2014-18
Concierge, Oberoi Bangalore



Mayur Sinha
Vice President at Goldman
Sachs, Bangalore
India



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



Madhusudhan Kashyap
Assistant General Manager,
Quince Restaurant
San Francisco



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



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



Graduate from the Premier School of Hospitality Management at Ramaiah University of Applied Sciences

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