

HOSPITIUM

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



COVER STORY:

METVERSE TOURISM

- **Development of Dorayaki: Fusion Food Product**
- **TCQOL in Muthuraya Swamy Betta, Kanakapura**
- **Study of Development and Promotion of Vinitourism in Karnataka**
- **Development and Evaluation of Indigenous Coorg Orange Liqueur**



HOSPITIUM

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

Volume 5.0, Issue 1.0 July 2023

► Editorial Board

Prof. Abby Mathew- Dean, FHMCT, MSRUEAS

Dr. Sweety Jamgade- HoD Management Studies, FHMCT, MSRUEAS

Mr. Soumalya Barua- Student Editor, 5th Semester, BHM 2021 Batch, FHMCT, MSRUEAS

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

Copyrights © 2019. All rights reserved throughout the world. Reproduction in any
manner, electronic or otherwise, in whole or in part, without prior written
permission is prohibited.

FOREWORD



PROFESSOR ABBY MATHEW

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

I am proud of the editorial board members for their diligent work in periodically publishing the issues of this Hospitium for almost 5 years. This issue is a unique collection of research articles presented by hospitality and tourism students from various colleges of Karnataka and Maharashtra during the Hospitium symposium organized by FHMCT. The students' articles are based on their BHM program research work, which is praiseworthy, and is a must-read to understand the multiple facets of development in the hospitality and tourism industry. The industry and alumni articles are a good read.

My warm wishes to the readers, authors, and editorial team!

FROM THE EDITOR-IN-CHIEF'S DESK



DR. SWEETY JAMGADE

Editor-in-Chief, HoD-Management Studies, Associate Professor,
FHMCT, MSRUEAS, Bangalore

Dear Readers,

Greetings!

Here's a question for you: "Are these issues of Hospitium generate any thinking process?" If YES, then we have the right literature - food for thought for you. With this note, I am happy to release this Volume 5, Issue 1 - another addition to your reading library.

This issue is a unique compilation of several research articles written by hospitality and tourism graduates of various colleges in India. The students were provided with an opportunity to present their research articles under the broad theme of 'Hospitality and Tourism Development', in a symposium organised by FHMCT. The symposium's goal was to provide a unique platform for hospitality, and tourism students, and young professionals to enhance their research aptitude. Also, to provide an opportunity to present and publish their research project in this Hospitium (Volume 5, Issue 1).

The industry expert article by Mr. Rajkumar Dey has an interesting message for budding students. The contribution of Ms. Suchitra Ganesan in the alumni speaks section is appreciated. I would like to thank all the authors and readers for your support and for patronizing the magazine. Looking forward to hearing from you, with any suggestions and feedback.

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

CONTENTS

1. Cover Story: Metaverse Tourism: Opportunity for Indian Tourism Development 05
2. Development of Dorayaki, Fusion Food Product 13
3. Study of Tourism Related Community Quality of Life (TCQOL) in Muthuraya Swamy Betta, Kanakapura 19
4. The Impact of Circular Economy on Hotel Brand Sustainability in India 23
5. Study of Development and Promotion of Vinitourism in Karnataka 27
6. Selection Criteria Used To Purchase millets 32
7. Development and Evaluation of Indigenous Coorg Orange Liqueur 40
8. Industry speaks: Mr. Raj Kumar Dey 45
9. Alumni speaks: Suchitra Ganesan 48



COVER STORY

**METaverse TOURISM:
OPPORTUNITY FOR INDIAN
TOURISM DEVELOPMENT
-BY NIKHIL KUMAR A**

INTRODUCTION

Metaverse is a term used to describe a virtual universe where users can interact with each other through computer-generated environments in real time. It is the combination of augmented reality, virtual reality, and mixed reality technologies. Augmented reality is the overlaying of digital information onto the real world, while virtual reality creates a completely immersive digital experience. Mixed reality is the merging of virtual and physical worlds, allowing users to interact with both at the same time. Metaverse tourism refers to the utilization of the Metaverse where people can explore virtual destinations and experience them in a fully immersive and interactive way. In summary, the Metaverse is a vast virtual space that utilizes various technologies to create a fully immersive and interactive experience for users, including augmented reality, virtual reality (VR), mixed reality, and metaverse tourism.

Opportunities for Indian tourism development:

Hotel: The metaverse is a reflection of technologies that are currently popular in the hotel sector, such as virtual reality and augmented reality. Both of these technologies are utilized to interact with this parallel reality, but they may also be used to influence how visitors interact with their surroundings in the real world. Buhalis, Lin, and Leung (2022) and Gursoy, Malodia, and Dhir (2022) have investigated the role of virtual reality in the sector, and it is clear that it allows hoteliers to broaden their products to the online world, increasing their reach and engaging with previously unreachable customers, potentially increasing revenue. Virtual visitors offer a fresh market that helps hotels get over geographical restrictions while generating income and creating new sales channels.

In order to provide new methods for customers to interact with your hotel brand without leaving their homes, hotels can use the advantages of the metaverse to develop virtual hotel experiences for both current and potential customers. Visitors to this virtual environment can make hotel reservations, tour the establishment or nearby tourist attractions, compare hotels, and attend meetings and conventions. This offers a new target market for which to think about designing unique experiences to convert virtual clients into actual paying customers. Some of the opportunities are Hotels may provide visitors with a thorough virtual tour of everything they have to offer through VR hotel reviews. For meetings, conferences, training sessions, and other events, they can provide virtual rooms. To take advantage of their metaverse equivalents, hotels can restructure their loyalty programs (Abass and Zohry, 2022). The main recommendations included providing the tools and infrastructure required for the proper application of Metaverse technology through numerous agreements between lodging facilities, the federal government, and artificial intelligence firms. They might be able to turn virtual visitors into actual travellers as a result, they can display several varieties of rooms and additional services like spas, swimming pools, and gym facilities, assisting with booking and reservations including confirming availability, 360° video and virtual reality photography.

Restaurant: The metaverse can provide restaurants with a unique approach to interacting with consumers and designing immersive eating experiences.

The creation of virtual replicas of actual restaurants is one way the metaverse can be employed in the food industry. Kauppinen and Drake (2020) found that people who used a VR headset to visit a virtual restaurant felt a deeper emotional attachment to it, than people who only looked at pictures or videos of it. Zhang et al., (2019) focused on virtual food in restaurants and examine the tourist experience. Guests may check the menu, browse the virtual space, and even make reservations. Customers who wish to acquire a feel for a restaurant's ambience before visiting can find this to be especially helpful. Offering virtual eating experiences is another way restaurants may make use of the metaverse.

Destination Travel: Buhalis and Karatay (2022) imply that tourism in the metaverse can offer specialized and immersive experiences that are not available in traditional tourism. For example, virtual travel experiences can allow individuals to explore new places and cultures without the physical demands of traditional travel. Virtual museums and galleries can provide access to art and cultural exhibits from around the world, and social platforms can enable individuals to connect with others and participate in social activities. The ability to experience places that one may not be able to visit physically is one of the metaverse's most important advantages for travel and tourism. Maria and Sandro (2023), this would enable individuals who may lack the financial means to travel to distant locations such as the Maldives or Pangong Lake to experience them through a virtual medium.

Vig (2022) present a detailed analysis of the existing literature on the relationship between virtual reality and tourism. Since it allows individuals to go to new places without leaving their homes, this might revolutionize the industry.

Transportation in Metaverse Tourism: In Metaverse transportation, users can explore different types of transportation virtually, including cruises, trains, and even planes. Dragan et al., (2022) provides a summary of current VR technology in the field of transportation. They can experience the sensation of moving through different environments, such as cities, countryside, or even space while interacting with other users in the same virtual space. This concept can benefit both transportation companies and users as it can provide travelers with a more convenient and immersive travel experience, while transportation companies can use this technology to showcase their vehicles and services in a more interactive and engaging way. Airport metaverse tourism refers to the concept of using virtual reality and other immersive technologies to create a simulated travel experience for passengers before they even get on their flights. Metaverse tourism in airlines refers to the concept of using virtual reality and other immersive technologies to create a simulated travel experience for passengers. Gursoy et al., (2022), the impact of flight simulation using augmented reality and virtual reality is more on knowledge and abilities related to aviation safety. Devices for augmented and virtual reality have expanded significantly recently.

Travel agency/business: The metaverse enables travel agencies to provide clients customised experiences Peter, Schlögl, and Groth (2017). Their survey also found that virtual tours might provide a more genuine and immersive experience than traditional marketing materials like pictures and videos. A travel agency might, for instance, create a virtual tour of a place based on the interests and preferences of particular clients. In order to do this, specific recommendations for restaurants, accommodations, and activities may be made in light of the client's past travel experiences or preferences. By providing individualised experiences, travel firms may provide their customers with a more engaging and memorable experience. Opportunities include giving clients virtual tours of locations and simulating vacation experiences for them.

Sustainable tourism: Since the metaverse enables immersive experiences without the drawbacks of actual travel, it presents an intriguing potential to further sustainable tourism strategies. Dewailly (1999) and Go & Kang (2022), making virtual tours of eco-friendly places to visit is one way the metaverse might be used in sustainable tourism. By letting tourists explore and learn about the local culture, nature, and wildlife, while minimizing the carbon footprint associated with physical travel, these virtual tours can provide travellers with a realistic sense of destination. By developing VR experiences, that inform tourists about the significance of sustainability and responsible tourism practices, the metaverse may also be used to promote sustainable tourism.

Methods of payment: metaverse tourism is a young and developing industry, there are currently no standardized payment systems in place. In the authors' Kim Hyeop (2022) analysis of the literature on payment methods in Metaverse tourism, payment methods are highlighted. But there are a number of payment options that are either already being used or are being considered for use in metaverse tourism, including non-fungible tokens, cryptocurrencies, metaverse tokens, virtual currencies, credit cards, and other conventional payment options. We might observe the emergence of fresh and cutting-edge payment systems as the metaverse tourism industry continues to develop. The most common payment options will probably be the most user-friendly and secure ones, as well as those that benefit tourism service suppliers.

MOTIVATION OF THE STUDY

The motivation behind the study on Metaverse Tourism as an opportunity for Indian tourism development is to explore the potential of this emerging concept and how it can benefit the Indian tourism industry. The Metaverse is a virtual world where users can interact with each other and their surroundings in a simulated environment. It is predicted that the Metaverse will be the next big trend in the tech industry, it has the potential to revolutionize the way people interact with each other and the world around them. The COVID-19 epidemic had a significant negative influence on India's tourism business, necessitating the exploration of new growth and development opportunities.

With the increasing popularity of virtual experiences and online interactions, the Metaverse presents an exciting opportunity for the Indian tourism industry to attract new generations of travelers who are looking for unique and immersive experiences. The study aims to explore the potential of the Metaverse in the Indian tourism industry and identify the opportunities associated with its adoption. By understanding the potential benefits of the Metaverse, policymakers and tourism stakeholders can develop strategies to leverage this technology for the growth and development of the Indian tourism industry.

LITERATURE REVIEW

Buhalis and Leung (2022), metaverse merges the real and virtual worlds, revolutionizing the ways in which hotel guests and hotel businesses support the co-creation of transformative experiences and values. In order to participate in the process of co-creating consumer value and experience, this study intends to examine the opportunities and problems that Metaverse presents for hospitality and tourist management and marketing.

This essay also addresses how the emergence and growth of the metaverse may alter the co-creation of value and the consumer experience in the hospitality industry. Gursoy, Malodia and Dhir (2022), the metaverse will alter the way in which the hospitality and tourism industry operates. Efforts to understand this new phenomenon in both academia and industry are at a crossroads.

Next, we propose a conceptual framework for creating metaverse experiences, identifying research gaps, and proposing agenda items with the potential to significantly benefit hospitality and tourism industry players.

Go and Kang (2022), the authors suggest that by offering different and profitable resources, metaverse goods and experiences could help to widen the variety of tourist resources and support sustainable tourism. Tourism locations could become more profitable by creating licensed and lucrative metaverse goods and experiences, which should be done in accordance with the UNWTO Sustainable Development Goals.

Dewailly (1999), new forms of tourism, particularly ecotourism, are developing as domestic and global travel continues to grow. In an endeavor to increase volume, tourism has gradually lost its authenticity throughout the course of development; as a result new sustainable types of tourism have emerged. It should be highlighted, though that ecotourism frequently veers towards mass ecotourism, which creates a dead end and prompts some writers to question the efficacy of travel in general. Virtual reality is also becoming more significant in the tourism industry.

Gursoy, Malodia and Dhir (2022), the hospitality and tourism sectors will work differently as a result of the metaverse. The study of this novel phenomenon in academia and business is at a turning point. The authors suggest a conceptual framework for developing metaverse experiences, identify research gaps, and suggest agenda items that could greatly assist players in the hospitality and tourism industry.

Dragan, Muhammet et al., (2022), the way we travel will alter as a result of metaverse technologies. The transition of the transport systems into the metaverse is currently being prepared for. This study takes into account four different metaverses: traffic management, public transportation operation and safety, traffic algorithm testing for artificial intelligence training, and sharing economy applications for sustainable mobility.

Hyeop's (2022) investigation examines NFT and the quickly developing metaverse environment in a non-face-to-face setting sparked by COVID-19. In the metaverse environment, where the virtual and real worlds are freely connected, NFT which is based on blockchain technology is in charge of the financial payment area and acts as a growth engine for the metaverse environment. Due to NFT technology, the metaverse environment has gained speed and has the potential to attract more users to specific services as well as present new options for stakeholders, such as ownership recognition and scarcity assurance.

Vig (2022), the merging of the real and virtual worlds will be facilitated by the metaverse. Users will be able to interact in virtual environments and buy and sell virtual commodities, thanks to the creation of this virtual environment. The users, participants, and owners of the metaverse platforms will face additional difficulties and dangers as a result of these changes.

Zhang et al., (2019) the impact of positioning orientation on food visual search, in the first two tests, participants were tasked with determining whether a food item or container with angular ends was oriented differently from the other items on the same table in a computer-generated restaurant. Kauppinen and Drake's (2020) findings demonstrate the model's viability and the viability of implementing VR tasks based on the model that is pertinent to identifying competencies in the restaurant industry. It can also be used in other industries. The testing sessions went quite well, and several aspects of the implementation—like how immersive it was—were viewed favourably. However, both the model and its application need to be developed further. The model, for instance, needs a more precise measurement of competencies. The degree of the model's field independence should be examined as there are competencies that are applicable in a variety of fields. In terms of implementation, the model's levels and other fields should be covered, and usability might be enhanced.

Susanto et al., (2022), digital payment services are now offered in tourist areas as value-added services. This study aims to understand the phenomenon of digital payment technology adoption by tourists in tourist locations in relation to their opinions regarding perceptions of service quality and interest in further visits. These relationships have a substantial impact on satisfaction, which is a precondition for thinking about making a repeat trip to a tourist area. Practically speaking this research shows that the use of digital payments can enhance tourist visits. Destination managers must properly incorporate their payment processes into the digital system.

Maria and Sandro (2023), the Taj Mahal, Ajanta and Ellora caves and Khajuraho temples among other Indian heritage sites might be represented virtually using the metaverse. Without physically visiting the site the virtual depiction can give visitors an immersive experience of the heritage site. This could aid in expanding the sites' reach and boosting travel to India.

Peter, Schlögl and Groth (2017), VR has become one of the most talked-about consumer electronics since the release of reasonably priced technology. Its intensity and the level of simulated realism it can deliver are what give it technological strength. Although gaming is the primary force behind current developments, other fields could also gain from them. Applications could be thought of in the tourism and destination management industries in particular. In this situation, technology would not only enable more accurate pre-experience of potential places but also give travel agencies new opportunities to market their offerings to potential customers.

RESEARCH PROBLEM AND LIMITATIONS

The research gap is based on secondary data, it involves conducting research by analyzing existing data that has been collected and published by other researchers. They are gaps in the existing research on Metaverse Tourism for the Indian tourism industry, and they highlight areas where further research is needed to fully understand the potential of this emerging concept and its implications for the Indian tourism industry.

The gaps identified include the lack of empirical data on the impact of Metaverse Tourism, limited research on consumer behaviour, insufficient research on regulatory frameworks, limited research on skill development, and the need for more research on the financial viability of this type of tourism. Addressing these gaps through further research would be crucial in developing a comprehensive understanding of Metaverse Tourism and its potential for the Indian tourism industry.

AIM OF THE STUDY

The aim of the research study on Metaverse Tourism as an opportunity for Indian tourism development is to conduct a detailed analysis and investigation on the potential of this emerging concept and its implications for the Indian tourism industry. The research aims to provide a deeper understanding of the Metaverse and its relevance to the tourism industry, identify the potential benefits and challenges associated with its adoption, and develop recommendations and strategies for policymakers and tourism stakeholders to leverage this technology for the growth and development of the Indian tourism industry.

The research study will involve a comprehensive review of the existing literature on Metaverse Tourism and its implications for the tourism industry. It will also analyze the current trends and developments in the Metaverse and explore how they relate to the tourism industry. The research will identify the key stakeholders involved in the adoption and integration of Metaverse Tourism in the Indian tourism sector and their respective roles.

Furthermore, the study analyzes the potential benefits and challenges associated with the adoption of Metaverse Tourism in the Indian tourism industry, including the need for digital infrastructure, skill development, and regulatory frameworks. Overall, the research study aims to provide valuable insights into the potential of Metaverse Tourism for the Indian tourism industry and contribute to the development of a roadmap for the adoption and integration of this technology into the Indian tourism sector.

OBJECTIVES

- To study the potential of metaverse tourism as a fresh kind of travel.
- To identify upcoming trends and advances in metaverse tourism and how they will affect the travel and tourism sector.

RESULTS, CONCLUSION AND FUTURE SCOPE

Metaverse Tourism presents a unique opportunity for the development of the Indian tourism industry. With the world shifting towards virtual and digital experiences, Metaverse has the potential to offer immersive and interactive experiences to travelers, without the constraints of physical space and time. By leveraging the Metaverse, Indian tourism stakeholders can offer virtual tours, immersive experiences, and other innovative services that cater to the evolving needs and preferences of travelers.

Additionally, Metaverse can help overcome some of the challenges associated with physical tourism, such as seasonality and limited capacity. However, the adoption of Metaverse Tourism in India also poses certain challenges, including the need for investment in digital infrastructure, skill development, and regulatory frameworks. Addressing these challenges will require collaboration between the government, industry stakeholders, and technology experts. Overall, the potential benefits of Metaverse Tourism for the Indian tourism industry are significant, and by embracing this emerging concept, India can position itself as a leader in the digital tourism space, attract a new generation of travelers, and drive sustainable growth and development in the tourism sector.

REFERENCES

1. Buhalis, D., Lin, M.S., & Leung, D. (2022). Metaverse as a driver for customer experience and value co-creation: implications for hospitality and tourism management and marketing. *International Journal of Contemporary Hospitality Management*.
2. Gursoy, D., Malodia, S., & Dhir, A. (2022). The metaverse in the hospitality and tourism industry: An overview of current trends and future research directions. *Journal of Hospitality Marketing & Management*, 31, 527 - 534.
3. Kauppinen, R., & Drake, M. (2020). Recognizing competencies of immigrants for restaurant work using virtual reality. In *ICERI2020 Proceedings* (pp. 2707-2715). IATED.
4. Perry, C., & Rogers, M. (2018). Tourism in the Metaverse: Exploring the potential of virtual reality and the Metaverse for tourism. *Journal of Tourism Futures*, 4(1), 70-83. doi: 10.1108/JTF-06-2018-0049
5. Neuhofer, B., Buhalis, D., & Ladkin, A. (2019). Technology as a catalyst of change: Enablers and barriers of the tourist experience and their consequences. *Journal of Destination Marketing and Management*, 12, 19-30.
6. A Virtual Tour Guide for Virtual Worlds DOI:10.1007/978-3-642-04380-2_40
7. Zhang, W., Chen, Z., Huang, J., & Wan, X. (2019). The influence of placing orientation on searching for food in a virtual restaurant. *Food Quality and Preference*, 78, 103728.
8. Go, H., & Kang, M. (2023). Metaverse tourism for sustainable tourism development: Tourism agenda 2030. *Tourism Review*, 78(2), 381-394.
9. Zhang, W., Chen, Z., Huang, J., & Wan, X. (2019). The influence of placing orientation on searching for food in a virtual restaurant. *Food Quality and Preference*, 78, 103728.
10. Dewailly, J.M. (1999). Sustainable tourist space: From reality to virtual reality? *Tourism Geographies*, 1, 41-55.
11. Vig, S. (2022). Intellectual property rights and the metaverse: An Indian perspective. *The Journal of World Intellectual Property*, 25(3), 753-766.
12. Kim Hyeop metaverse payment: <https://www.dbpia.co.kr/journal/articleDetail?nodeId=NOD E11277908>
13. Technology Acceptance of Virtual Reality for Travel Planning DOI:10.1007/978-3-319-51168-9_19
14. Buhalis, D., & Karatay, N. (2022). Mixed Reality (MR) for generation Z in cultural heritage tourism towards metaverse. In *Information and Communication Technologies in Tourism 2022: Proceedings of the ENTER 2022 eTourism Conference*, January 11-14, 2022 (pp. 16-27).

DEVELOPMENT OF DORAYAKI

Fusion Food Product



INTRODUCTION

Dorayaki is a traditional Japanese sweet that has been enjoyed for ages. It is a delicious treat that resembles a pancake and is made of two little cakes sandwiched with sweet red bean paste (anko). Due to its distinctive flavour and texture, Dorayaki is a classical sweet that has become well-known all over the world. In addition to being a delectable delicacy, it also has a historical and cultural significance in Japan.

RECIPE

Simple ingredients like flour, sugar, eggs, and baking powder are used to make the pancake batter. After cooking them on a griddle until golden brown, they are then set aside to cool. Adzuki beans are boiled and mashed into a paste with sugar and are used to make the red bean paste filling or anko.

Although Dorayaki is a classical Japanese dish, in India it is not well-known, compared to other Asian countries because of the unavailability of ingredients. This gave us the idea to experiment with Dorayaki using ingredients that were easily available locally.

HISTORY

Dorayaki has been around for over 100 years and is said to have originated in the early 20th century. According to a legend, a samurai named Benkei once dropped his gong (dora) in a farmer's house and the farmer used the gong to make pancakes. The farmer named the pancakes after the gong, which is how they became known as Dorayaki. The recipe for Dorayaki has since been passed down through generations, and today, it is a popular snack in Japan.

One well-liked explanation holds that the name "Dorayaki" derives from the mythical character "Doraemon." The late 16th-century Buddhist priest noted for his adoration of sweet bean paste, Doraemon, was said to have lived. According to legend, he invented a brand-new treat called "Dorayaki" that blended sweet bean paste with two little pancakes.

Another hypothesis holds that the name "Dorayaki" comes from the Japanese word "dora," which means "gong." According to this explanation, the name refers to the pancakes' dimensions and form, which are believed to resemble a little gong.

THE PREPARATION

Dorayaki production is a rather easy and basic technique. The pancake batter is combined and whisked until it is smooth before being poured onto a heated pan to cook. The pancakes are taken off the griddle once they are finished cooking and are given time to cool. Adzuki beans are cooked with sugar until they are soft and mushy to make the sweetened red bean paste. After being thoroughly crushed, the paste is allowed to cool. The final dish is created using pancakes and red bean paste.

Many people adore the distinct flavour and texture of the resultant Dorayaki. The sweet and slightly chewy red bean paste contrasts beautifully with the soft, fluffy pancakes. The filling has a lovely earthy flavour that is well-balanced by the sweetness of the pancakes. It is sweet and a little nutty. Each bite is a mouthful delight due to the texture's pleasing soft and chewiness, silky texture.

VARIATIONS OF THE FILLINGS USED

In addition to the traditional sweet red bean paste filling, Dorayaki can be made with a variety of fillings. Custard, whipped cream, chocolate, and fruit jams or spreads are all popular alternatives. Some people make savoury Dorayaki with fillings such as cheese, vegetables, or meat. Dorayaki's adaptability means that it can be customised to different tastes and preferences.

We experimented with chocolate, cinnamon, and date-infused Dorayaki.

HEALTH BENEFITS OF THE INGREDIENTS USED

The nutritional content of traditional Dorayaki varies depending on the recipe and the ingredients used. Some potential benefits of Dorayaki are: the red bean paste used in Dorayaki is made from adzuki beans, which is a good source of protein, dietary fibre, and minerals such as iron, potassium, and magnesium. Adzuki beans have also been shown to have antioxidant and anti-inflammatory properties.

We created simple recipes that are both tasty and beneficial to the customer's health. To accomplish this, we infused dates, cinnamon, and chocolate into healthy Dorayaki pancakes to see how the flavour and taste are affected. Overall, we wanted to provide consumers with health benefits without sacrificing taste. To achieve this, we conducted several food trials followed by an organoleptic evaluation of the developed products to help measure consumer response and analyse the results.

MOTIVATION OF THE STUDY

The goal of this project was to increase the popularity of Dorayaki in India because it is a very well-known Asian street food outside India, unlike here due to a lack of consumer knowledge. We, therefore, wished to produce Dorayaki with an Indian flavour that suits the palate taste of the Indian people.

LITERATURE REVIEW

According to Wang. Y et al. (2022) study, the primary goal is to comprehend how adzuki beans can be used both as food and medicine. This aids in promoting adzuki beans as a healthy, edible legume. Numerous potential opportunities exist for adzuki bean research and commercial creation. Starch (between 28.50 and 60.69 percent) can be found in adzuki beans. contains (0.34 to 1.3 mg/g) of fat and (16.33 to 29.2 percent) proteins. Legumes' main active components are polysaccharides, which have anti-inflammatory and immune-modulating characteristics. Numerous health-promoting actions are carried out by it, such as antibacterial, anti-inflammatory, hypolipidemic, anti-diabetic, and antioxidant activity. A variety of adzuki beans are available, each having a different ratio of fat, protein, and carbohydrates as well as a higher concentration of polysaccharides and polyphenols. Adzuki beans have a starchy structure and contain phytochemicals and also have a number of health advantages, that aid in the treatment of diseases due to their starchy structure and phytochemicals. This proves adzuki beans are edible and have health benefits.

According to Khan S. (2021), the main focus of this article is to promote adzuki beans to be used in confectionaries and baked goods because of their extraordinary nutritional characteristics and all the health prevention benefits that it has to offer. In this research, we can find out that the beans have extensive nutritional benefits because of the 29 distinct chemicals that are present in them, also since the protein is water soluble and not salt soluble which also helps in curing a lot of bigger and major diseases.

The conclusions are such that the beans are more popular among people in their processed form than their raw and actual form, and also how it can be used as a substitute to cure many major ailments like diabetes, cancer, etc. If used right, this product can give a good amount of profit to the food industry because of its balancing yield, versatility, and environmental-free nature. In this article, the author has mainly focused on China and its extensive uses there in the food industry and also how it's been used as a medicinal product for centuries and very few other Asian countries. So, there's further research recommended to find out about the rest of the countries too.

Fathimath Afeefa's (2021) study presents a pancake mix that is protein-enriched using a variety of flours. Horse-gram flour, wheat flour, and jaggery powder are the components used to manufacture the premix, and they are used in varying ratios to create two separate versions of it. The researcher performed Lowry's determination test and the adulteration test to determine the protein and discovered that there is no contamination in the substances. Through the use of a hot-air oven, the researcher tested the moisture content. In order to determine the daily protein intake of the populace and create the appropriate pancake batter, the researcher used information on protein intake patterns, nutritional composition, health advantages of proper nutrition intake, and the impact of malnutrition in India. The results of a sensory evaluation revealed that horse gram powder contains greater fibre and moisture. Before creating the mix, the horse gram must be roasted to achieve the desired colour, flavour, appearance, and shelf life.

The researcher discovered that many individuals preferred the pancakes made with horse gram flour to wheat flour. Additionally, it has been noted that the protein level of horse gram is higher than that of wheat flour. They ought to have used a different ingredient in a different version so they could compare the protein intake, additionally, the sort of flour in which jaggery was used was not mentioned by the author.

According to Liyanage, D., & Mawatha, B. (2017). The study's goal was to better understand the review by explaining honey's benefits and traditional usage, notably in the Ayurvedic medicinal system. India, Mexico, and Iran are the countries that produce the most honey, with Russia ranking at the top. Glucose (31 percent), fructose (38 percent), and sucrose (1%), make up the nutritional composition of honey. In addition, honey contains a range of nutrients, including riboflavin, niacin, pantothenic acid, pyridoxine, folate, and vitamin C, as well as minerals, proteins, enzymes, and vitamins. Honey is used to treat and prevent gastrointestinal illnesses and has demonstrated a strong antioxidant potential.

Because of the drawbacks of synthetic drugs, research on plant-based medicines is becoming more and more important. Honey is a natural alternative to pharmaceuticals made from plants. Honey is a natural element that has been utilized for health purposes since ancient times, in addition to treatments derived from plants. Scientists now recognize honey as a novel, effective treatment for a variety of ailments as a result of the validation of ethnopharmacological claims.



According to Marianda.J. (2015) to evaluate the benefits and drawbacks of eating an egg is to assess the market potential for functional eggs, identify the drawbacks of conventional eggs, and devise solutions to address them in the functional egg. The investigation of the production of functioning eggs using various technologies and techniques is also covered in this article. According to the author, plants and leafy vegetables, particularly those with dark green leaves, are the source of many of the substances found in animals' bodies, including proteins, lipids, and carbs. To boost production and sales, the businesses now produce pasteurized eggs rather than fresh eggs.



RESEARCH PROBLEM

Research Gaps

- Since there are not many research papers available online, it was really challenging for us to discover pertinent information about the topic when conducting our research.
- Lack of availability of Adzuki beans.
- Lack of consumer awareness about Dorayaki food product.

Aim of the study:

The aim of this project is to develop Dorayaki using locally available raw ingredients and study the acceptability of the developed product among consumers (of all age groups).

Objectives:

- 1.To study the shelf-life of Dorayaki batter.
- 2.To experiment with adding various flavours to the kidney bean filling
- 3.To introduce developed Dorayaki product to the consumers

RESULTS AND DISCUSSIONS

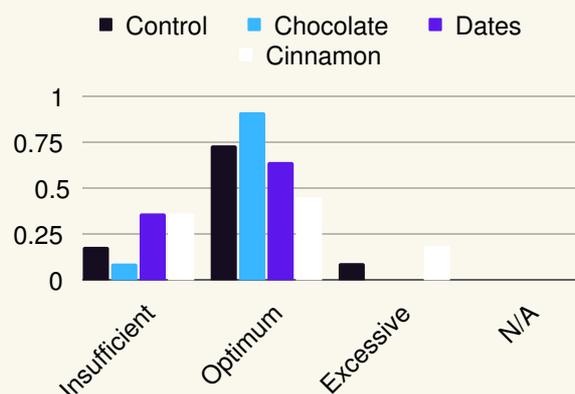


Figure 1.1 Overall acceptance of sweetness in the filling

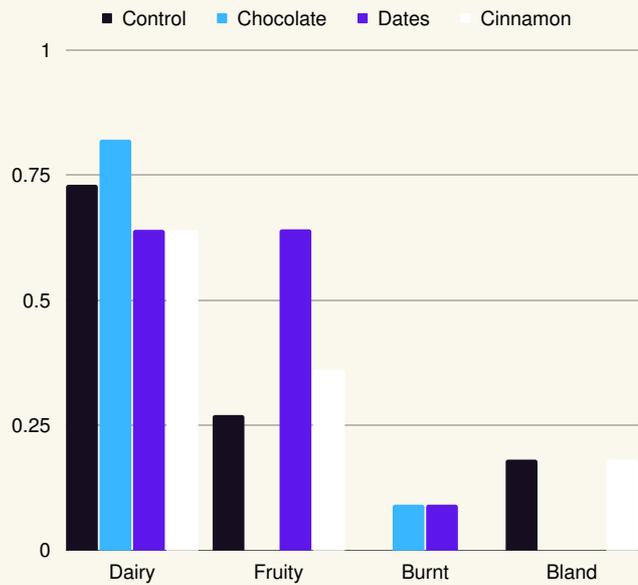


Figure 1.2 Variations of flavour in the fillings

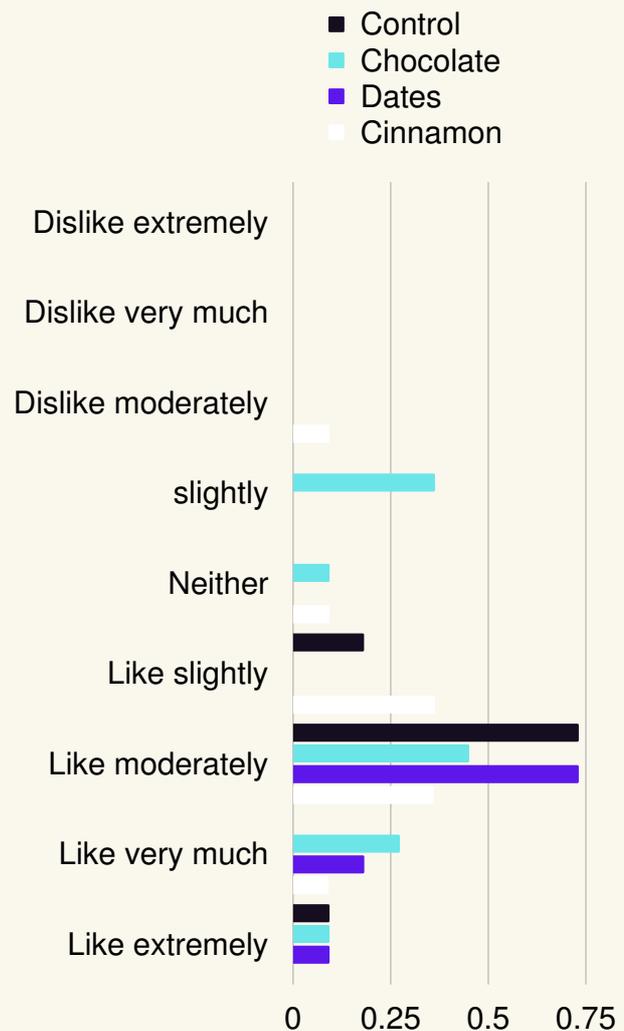


Figure 1.3 Overall acceptability of the product

From Figure 1.3 it is evident that out of the four variations, the highly acceptable flavour was the Dorayaki with dates as the filling.

CONCLUSIONS AND FUTURE SCOPE

- The produced product was generally well received by consumers of all age groups because it is currently not easily available product, we are hopeful that in the near future, it will be.
- There can be more innovation with this product, whether it's the filling or the pancake batter. Millets can also be infused into it to make it healthier.
- Given that the product has a very limited shelf life, careful consideration can be given to its packaging.

REFERENCES

- Wang, Y., Yao, X., Shen, H., Zhao, R., Li, Z., Shen, X., ... & Lu, S. (2022). Nutritional composition, efficacy, and processing of *Vigna angularis* (Adzuki bean) for the human diet: an overview. *Molecules*, 27(18), 6079.
- Khan, S. (2021). Baking and Nutritional Characteristics of Adzuki Beans and Its Health impacts. *Interdisciplinary Journal of Applied and Basic Subjects*, 1(9), 50-57.
- Afeefa, F. (2021, October). Development of protein enriched pancake
- Liyanage, D., & Mawatha, B. (2017). Health benefits and traditional uses of honey: A review. *J. Apith*, 2(1), 9-14.

- Miranda, J. M., Anton, X., Redondo-Valbuena, C., Roca-Saavedra, P., Rodriguez, J. A., Lamas, A., ... & Cepeda, A. (2015). Egg and egg derived foods: effects on human health and use as functional foods. *Nutrients*, 7(1), 706-729.



Study of Tourism Related Community Quality of Life (TCQOL) in Muthuraya Swamy Betta, Kanakapura

INTRODUCTION

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

In tourism development, the support of local communities is the main success for realizing the sustainability of both villages and cities. According to Sharma, A. (2015), rural tourism leads in developed nations, share most of the pros and cons characteristics with community-based tourism initiatives in developing nations.



Community based tourism focus on giving alternative solution to the problem faced by rural people and also helps in improving social innovations in local and regional communities.

According to Kala, D., Bagri, S.C. (2018), tourism development also led to the development of social knowledge and emphasis on the community member of society. The development of tourism is the main thing for community-based and pro-poor tourism products that investigate particular matters like entrepreneurship, and the inequality gap. The current study of rural entrepreneurship and rural products shows that many North-Eastern states of India make the most of their revenue from advertising tourist places and gain double the revenue from tourist arrival, which both has positive and negative impacts.

According to Dangmei (2016), tourist development can be beneficial for the local communities as it can be useful for entrepreneurship and it can be used for promotion of the empowerment of residents.

MOTIVATION OF THE STUDY

After viewing various vlogs, it was observed that Muthuraya Swamy Betta has a large potential for tourism and tourism related entrepreneur opportunities. The families residing in this place are belonging to low-income and backward strata. Hence, there is a need to study the Tourism related Community Quality of Life (TCQOL) in Muthuraya Swamy Betta.

L I T E R A T U R E R E V I E W

According to the Jiaguanglung Dangmei (2016), the study focuses on giving an alternative solution to the problem faced by the rural people and also encourages social innovations at both local and regional levels. The study is in the form of exploratory research with implications of social entrepreneurship and social networks. It is found to bring sustainable development in rural areas, we need to adopt social entrepreneurship as an alternative solution. They get an option to transform sustainable development in rural areas through entrepreneurial activities. The author observes that the problem faced in the development of rural areas are because of their creativity and understanding of their unrealized needs.

According to author Suniastha Amerta (2017), the improvement of tourism in tourist places depends on the involvement of shareholders and people in the area. Countryside tourism can be developed with the help and involvement of local people which helps in the growth of agriculture tourism. Lots of communities in Jasri village helped in maintaining the tidiness of the environment, inspecting the capacity of local tourism, providing supporting tourism facilities and introducing and publishing Jasri tourism capacity. The author also explains how the natural and folk perspective of Karangasem has been traveled and developed as an alternative tourism development, such as areligious tourism, nature tourism, agriculture tourism, and tourism village.

According to Anukrati Sharma (2015), the study explains how to improve the regions which lack agriculture, economic needs, resources, infrastructure, and employment, they also lack in decision - making and entrepreneurship skills. Here, the most important requirement is formal tourism education and new ways to experience it. They also say that education tourism can be benefited from the empowerment of manpower and the development of new projects in the hidden regions.

According to authors Maria Toader, Gheotghe Valentin Roman (2015), family farming is a matter of great importance for the sustainable development of countryside communities and the encouragement of healthy lifestyles. Family farming is a farm owned and operated by a family for generations. Family farming includes forestry fisheries, grazing of sheep, and aquaculture production which is run and utilized by the family and mainly depended on family employment by both women and men. The focus of this article is to train and encourage family farming and promotion of healthy lifestyles in countryside areas. Family farming helps in the sustainability and development of rural areas. Family farming is the most important form of agriculture in the food industry for both developing and developed countries. Family farming helps in rural development, developing new employment opportunities for rural people, and management of natural resource, it also safeguards the environment and preserve biodiversity.

RESEARCH PROBLEM

It is observed that there is a vast potential for Community Based Rural Tourism (CBRT) in Muthuraya Swamy Betta. Apparently, there is a lack of funding from the government bodies for the development of rural tourism and a lack of community support and involvement. The regions of rural areas lack poor infrastructure, resources, employment and entrepreneurship opportunities, and economic stability. According to author Maquera G., et al (2022), CBRT has not accomplished fast growth in digitalization. CBRT lacks technological advancement according to Yu, C. P., Cole, S. T., & Chancellor, C (2018) to understand the pre & post quality of life of people in tourism-developed places with emphasis on Muthuraya Swamy Betta. Hence, there is a need of studying community-based rural tourism development at Muthuraya Swamy Betta with an emphasis on promotion through digital mediums.

AIM OF THE STUDY

To study the Tourism Related Community Quality of Life and to promote Community-Based Rural Tourism at Muthuraya Swamy Betta – Kanakapura, Bangalore.

OBJECTIVES

- To impart training to the local community in destination management activities at Muthuraya Swamy Betta
- To promote community based rural tourism by utilizing various forms of technology
- To examine the dimensional effect of Tourism – Related Community Quality of Life in Muthuraya Swamy Betta

RESULTS AND DISCUSSIONS

The mixed method study was conducted. The team visited the place multiple times and the surveys were conducted with the support of two types of structured questionnaires to complete the objectives.

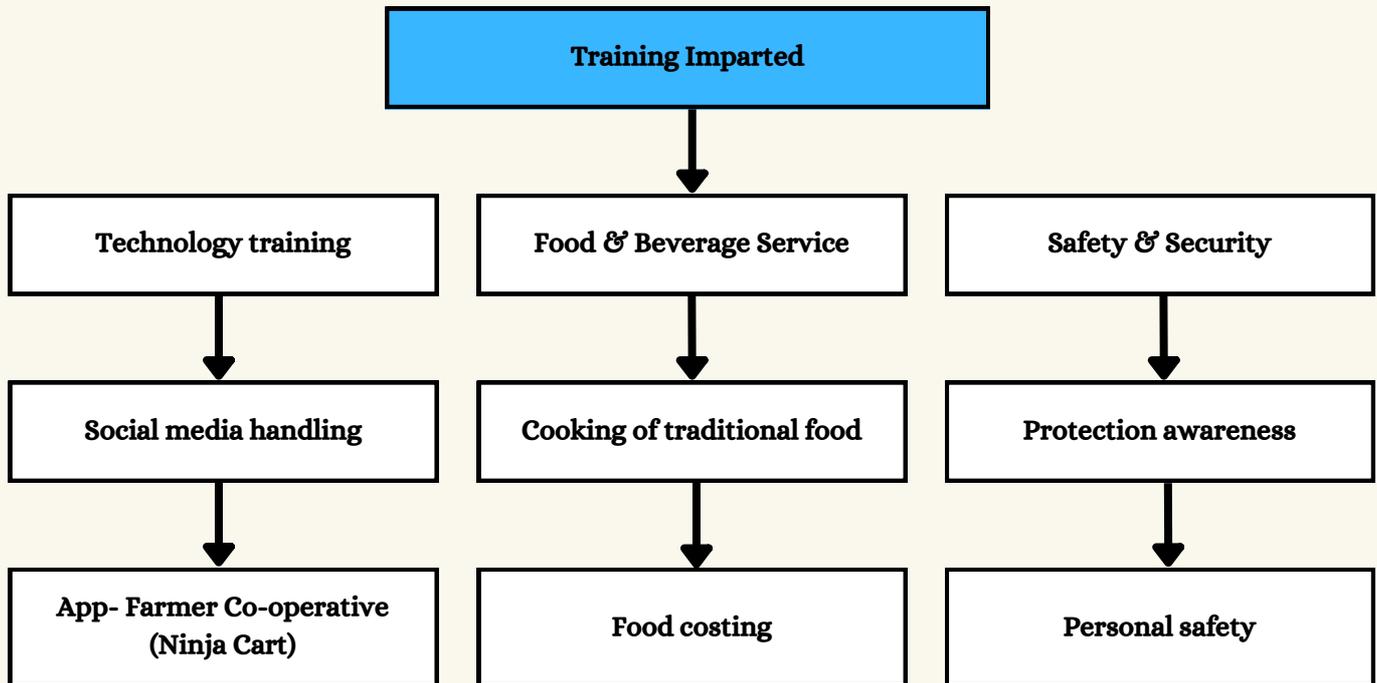
It was observed that Muthuraya Swamy Betta had a large potential for tourism and tourism-related entrepreneur opportunities. Based on primary observation after three visits and the needs of the local people, the following training modules were finalized by the team members:

Food and Beverage Service Management; Safety, Security, and Destination Management; Technology Management
The training was imparted on technology management. During the training, the following challenges and opportunities were observed.

Challenges	Opportunities
Low network	Willingness of local people to learn technology
Non-availability of smartphones with local people	Co-operation of local people
Lack of investment by local people and government bodies	

Figure 1: Challenges and Opportunities

Figure 2: Training Imparted



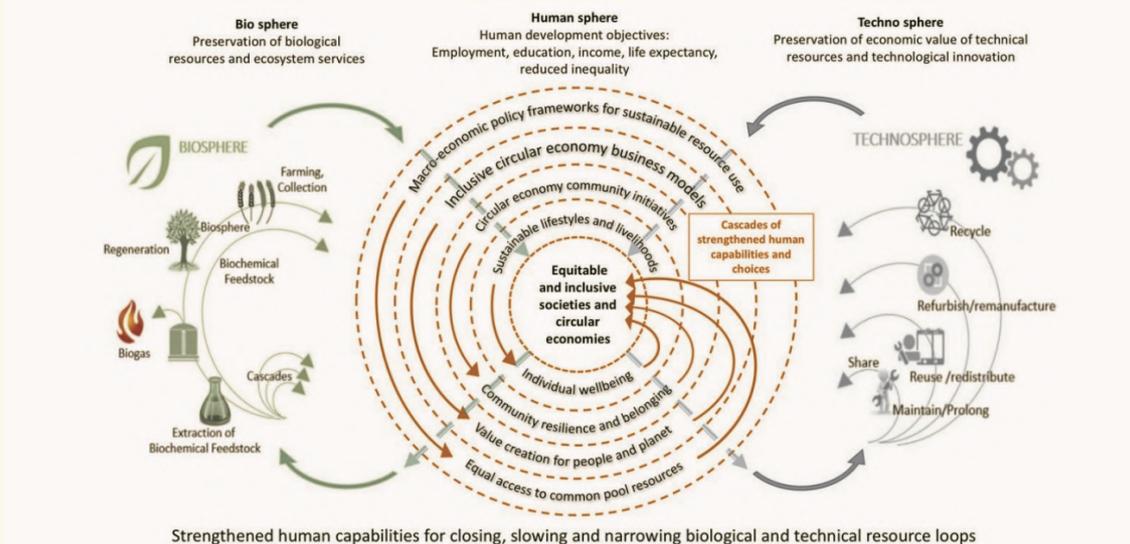
CONCLUSION

According to the results of the surveys and training programs the local people are willing to support and involve in destination management activities and entrepreneurial opportunities, provided they get financial support from the government body.

REFERENCES

- Yu, C. P., Cole, S. T., & Chancellor, C. (2018, March 13). Resident Support for Tourism Development in Rural Midwestern (USA) Communities: Perceived Tourism Impacts and Community Quality of Life Perspective. *Sustainability*, 10(3), 802. <https://doi.org/10.3390/su10030802>
- Dangmei. (2016). Social Entrepreneurship and Social Networks for Sustainable rural development in India, 5(10), 622-624.
- Kala, D., Bagri, S.C. (2018, March 26). Barriers to local community participation in tourism development: Evidence from mountainous state Uttarakhand, India.
- Sharma, A. (2015, August 19). Educational Tourism: Strategy for Sustainable Tourism Development with reference to Hadauti and Shekhawati Regions of Rajasthan, India.
- Maquera, G., da Costa, B. B. F., Mendoza, S., Salinas, R. A., & Haddad, A. N. (2022, June 29). Intelligent Digital Platform for Community-Based Rural Tourism—A Novel Concept Development in Peru. *Sustainability*, 14(13), 7907. <https://doi.org/10.3390/su14137907>

The Impact of Circular Economy on Hotel Brand Sustainability in India



Source: circulareconomy.europa.eu

INTRODUCTION

Enhancing resource efficiency involves minimizing waste, preserving long-term value, and establishing closed loops for raw materials, commodities, product components, and materials, all while ensuring environmental and socio-economic efficiency.

The circular economy facilitates sustainable development by disentangling the negative impacts of resource depletion and environmental degradation from the positive outcomes of economic growth. Although the similarities and differences between sustainability and the circular economy have gained popularity among academics, business leaders, and policymakers, further verification is still needed.

In contrast to a linear economy, which follows a linear flow of using raw materials, processing them into products, and ultimately disposing of them, the circular economy can be more accurately described as a regenerative economy.

It continuously strives to maintain the highest possible utility of materials and acknowledges the distinctions between the cycles of the technical and biological worlds.

By managing both finite stocks and renewable streams, the circular economy establishes a continuous cycle of positive development, aiming to optimize resource efficiency, minimize system risks, and preserve and enhance natural capital at all levels.

LITERATURE REVIEW

According to Paula da Silva and her team (2022), the circular economy is an economic model that encompasses sharing, rental, reuse, repair, reform, and recycling. Their research focused on analyzing scientific publications that explored the relationship between the circular economy, tourism, and hospitality. Arjan Van Rheede (2012) aimed to stimulate discussions within the hospitality and tourism industry regarding sustainable development and enhancing visitor experiences.

By embracing circular economy principles, companies in the hospitality and tourism sector can accelerate their own business growth. This paper encourages the industry to move beyond current practices and expedite sustainable development efforts.

Savina Nedyalkova (2018) described the application of circular economy principles to sustainable tourism development, highlighting its potential as a new direction for enhancing the sustainability of the hotel industry in Romania. Within the context of the circular economy, the concept of "circular tourism" has been developed as a business model grounded in the principles of sustainable development. Developing new business models based on this concept requires a deliberate strategy informed by systems thinking.

Another study conducted by Peter Wynn (2019) examined the interplay between the circular economy, natural capital, and resilience in the tourism and hospitality sector. The concepts of the circular economy, natural capital, and resilience have garnered increasing attention in the context of tourism and hospitality, reflecting their growing significance in the industry. The overarching objective of this study is to develop a panel regression model that can determine the interdependencies among key indicators that signify the progress of the circular economy in Europe. Additionally, the research reviews how the tourism and hospitality industry has incorporated the concepts of the circular economy, natural capital, and resilience into their business operations and development plans.

RESEARCH PROBLEM

Research Gaps:

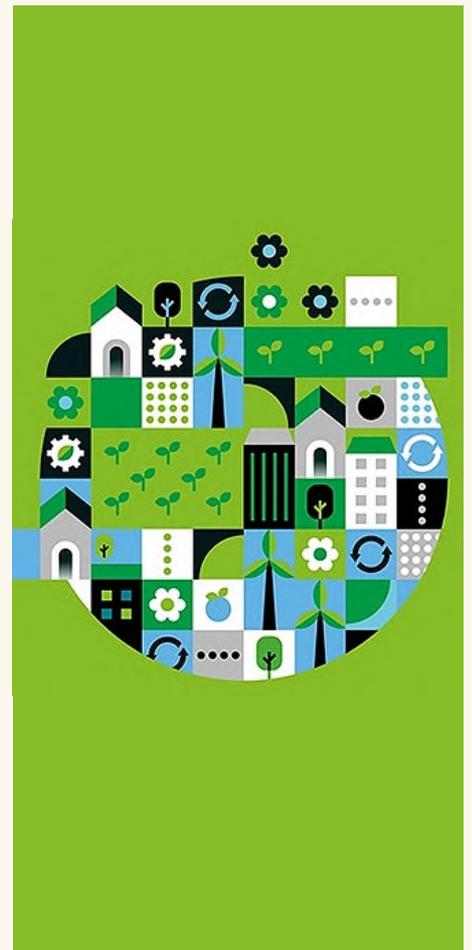
Upon conducting a thorough review and analysis of existing literature on the circular economy and brand sustainability, it was observed that although some studies have explored the positive correlation between the circular economy and sustainability, limited research exists specifically focusing on the relationship between the circular economy and hotel brand sustainability, particularly within the context of India. This disparity emphasizes the necessity for further investigation to elucidate the association between the circular economy and brand sustainability within the Indian hotel sector, as there is a dearth of research in this domain.

Aim of the study:

The objective of this research paper is to elucidate the application of the circular economy in promoting sustainability among hospitality brands in India, taking into account various factors. It seeks to provide evidence on how the implementation of circular economy principles enhances the sustainability practices of hotels and how to effectively assess the consumption, collection, and recycling of products while upholding environmental and socio-economic efficiency.

Objectives:

- To identify circular economy strategies that the hotel industry can use to achieve sustainability.
- To understand how the above strategies can help hotels excel in non-financial and financial performance.
- To assess the impact of the strategy on the long-term sustainability of the hotel brand.
- To evaluate the environmental protection activities of interested parties.
- To apply European circular economy concepts to hotels in India.



RESULTS AND DISCUSSIONS

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
R u	Between Groups	.632	2	.316	1.069	.344
	Within Groups	120.727	408	.296		
	Total	121.360	410			

TABLE 1. RESPONDENTS CONSIDERED SUSTAINABILITY HOTEL BRANDS WHEN BOOKING FOR STAY.

RU, the p-value is close to the significance level of .05, indicating that there may be a significant difference in the mean scores between the groups. Overall, the results suggest that the sustainability of a hotel brand may not be a significant factor in the decision-making process of the respondents when booking their stay.

CORRELATION

		Correlations							
		BS	RD	RC	RU	RG	RP	RT	
BS	Pearson Correlation	1	.815*	.621**	.645**	.618**	.639**	.592**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	
N		411	411	411	411	411	411	411	
RU	Pearson Correlation	.645*	.688*	.549*	1	.597**	.683**	.543**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N		411	411	411	411	411	411	411

RU (0.688) high correlations suggest that there may be strong relationships between these variables. These high correlations imply that these variables may be strongly correlated.

REGRESSION

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.419	.120		3.489	.001
	RU	.073	.035	.087	2.073	.037

a. Dependent Variable: BS

RU has a marginally significant positive relationship (Beta = 0.087, p < 0.1), may have a less significant impact on brand sustainability.

CONCLUSIONS AND FUTURE SCOPE

Implementing circular economy principles can greatly enhance brand sustainability in the Indian hotel industry. By embracing initiatives such as waste reduction, efficient resource consumption, product repurposing, recycling, and local sourcing, hotels can minimize their environmental footprint while improving their reputation among environmentally conscious guests.

To achieve this, Indian hotel brands should prioritize sustainable practices and technologies, forge partnerships with regional waste management companies and suppliers, and educate employees and visitors about the benefits of circular economy practices.

Regular assessments of these initiatives' effectiveness will help identify areas for improvement and ensure continuous progress towards a more sustainable future.

It is recommended to conduct future research to explore the drivers and barriers to circular economy adoption in Indian hotels and the economic advantages associated with circular practices. Furthermore, studying international best practices that can be adapted to the Indian context is crucial. In addition to assisting hotels in implementing circular economy principles, research efforts should focus on developing practical recommendations, tools, and long-term monitoring mechanisms to gauge their success. Overall, Indian hotels have a tremendous opportunity to embrace circular economy concepts and strengthen their sustainability credentials, but further research is necessary to understand how this can be achieved effectively.

REFERENCES

Arjan Van Rheede. (2012). The impact of environmental and social performance on financial risk and firm value: Evidence from the global financial crisis. *Journal of Business Ethics*, 117(1), 45-64. doi: 10.1007/s10551-012-1488-9

Paula Maines da Silva, Luciana Maines da Silva, Simone Soares Echeveste. (2002). Evaluation of photostability of chlorpromazine hydrochloride in a liquid dosage form. *Journal of Pharmaceutical and Biomedical Analysis*, 30(4), 1121-1126. doi: 10.1016/S0731-7085(02)00353-3

Savina Nedyalkova. (2018). A stakeholder perspective on corporate social responsibility reporting in emerging markets: The case of Bulgaria. *Journal of Cleaner Production*, 197, 680-689. doi: 10.1016/j.jclepro.2018.06.176

Peter Wynn. (2019). The ocean and the sustainable development goals: A literature review. *Marine Policy*, 108, 103572. doi: 10.1016/j.marpol.2019.103572



STUDY OF DEVELOPMENT AND PROMOTION OF VINITOURISM IN KARNATAKA

INTRODUCTION

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

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

The expansion of the wine industry, notably in India, over the past ten years has increased the number of wineries, improved extended visitor stays, and increased tourist purchasing power. For South Indian cities like Bangalore, Chennai, and Hyderabad, wine tourism has emerged over the past five years as a major market driver. As a result, new wine industries, wine festivals, wine bars, and other wine-related activities are mushrooming. 'India Wine Market Outlook, 2023' states that there have been various concessions by the Karnataka government to support the industry as the aim is to increase grape planting, encourage new wineries and declare the wine-production sector as a food processing industry. Additionally, the process for granting licenses has been loosened, and the number of winery owners in these cities has significantly increased.



Wine consumption is on the rise in India. According to 'The International Journal of Latest Technology in Engineering, Management & Applied Science -IJLTEMAS, June 2015', India historically is the highest per capita whiskey drinker in the world, thus significant education and awareness-raising initiatives are required to encourage and promote wine consumption. The motivating factor for travelers in wine tourism is that it offers the following variety of advantages while they are visiting wineries:

1. Tourists appreciate the rural beauty and natural environment.
2. This also includes going to wine festivals, unwinding, and exploring various vineyards.
3. Wine tourism has the ability to create jobs through a variety of channels, including tour operators, extra local attractions like horseback riding, gift stores, and local food, etc. that allow residents to participate in the growth of the nation's economy.

4. Awareness among the general populous regarding the wines of Karnataka.
5. Wine Tourism contributes to developing a unique positive destination image.

According to the book 'Wine Education, Appreciation and Tasting, Enoteka by Madhuloka', Karnataka state is the second largest producer of wine in India, and currently almost 1000 hectares of agricultural land is under wine grapes. Around 17 wineries are operational in four primary wine-grape growing regions of the Karnataka state identified by the Karnataka Wine Board: Nandi Valley, Cauvery Valley, Krishna Valley, and Hampi Hills. Nandi Valley of Karnataka is the home of Grover Zampa Vineyards which is India's oldest operational and second-largest winery after Sula Vineyards.

Although the growth of the Karnataka wine industry was unhurried as compared to the contemporary wine region, Maharashtra in the first decade of the 21st century, however, Karnataka wine regions particularly, the Nandi Valley region are exceedingly becoming popular lately for quality wine grape growing.

MOTIVATION OF THE STUDY

India is renowned for having a unique selection of wines. The Indian wine market has immense potential to excel in the global forum. We identified that Karnataka wines are falling behind due to various reasons. Lack of appropriate technology and diverse marketing techniques, the creation of wine routes, experiences provided in and

around the vineyards, support from the authorized bodies, and a general lack of public awareness about wines are some of the reasons. We aim to contribute to this cause, as the popularization of Indian wines can contribute to the Indian GDP, highlight its diverse cultural elements, and help rural enterprises.

LITERATURE REVIEW

As stated by the authors Singh, S., Wagner, R., & Raab, K. (2020), in India vinitourism is defined as travel that offers pleasure, a distinctive wine and vineyard product, as well as a beautiful natural environment that supports a fulfilling lifestyle. Matching regional wine with regional cuisine is one approach to attract millennial to wine. Wine and food pairing has become the ideal marketing strategy to gain client attention.

Thus, this study examines and quantitatively illustrates the key motivators for wine tourists to return to Indian vineyards, which include environmental risks, escapism, rural culture, entertainment, and overseas travel spillovers.



According to Usha, S & Ramraj, K. (2014), Maharashtra is the state with the most demand for wines in India, followed by Karnataka, Delhi, and Goa. For high-quality wine production, conditions including moderate temperatures, nocturnal shifts, clear wine regulations, and regional influences are essential.

The numerous aspects of wine tourism, including lodging and accessibility, still need to be improved. Because it encourages sustainable travel and provides a chance for local wine producers to increase their income. Wine tourism teaches visitors about the foundations of wine production, also allowing producers to advertise their products to consumers directly.

In this study by Venkatraman, D.P. (2019), a correlation between demographics and frequency of wine consumption showed that the higher the income levels the more frequently wine was consumed. This is further reflected in the purchase concerns of the wine consumer.

The income group of 8 lakhs and above have a disposable income and expenditure on dining out. Increasing expenditure by working professionals and predominately middle class on wine consumption is expected to increase with the higher income bracket persons.

According to Chivu-draghia C., Antoce A.O. (2016), young consumers (Millennial) frequently visit pubs and clubs to drink alcohol or alcoholic beverages. It also demonstrates that they use alcohol and drinking in general as a social activity rather than as a way to unwind with loved ones.



As per the study, there is a significant difference between the reasons that generation X and millennials drink alcohol.

It was found that wine is the best beverage to pair with dinner, regardless of the occasion or if it is a date. Generation X prefers to consume alcoholic beverages at home or with their significant other. On the other hand, millennial believe that wine is a sophisticated beverage that is exclusively preferred by enthusiasts or passionate drinkers.

Research Gaps

Lack of Awareness: Overall lack of awareness about wines among the public. This is due to the factors like limited promotion, limited availability of information, limited access to wines, lack of infrastructure (tasting rooms, wine routes etc).

Consumer Behavior: There is a need to understand the behavior and preferences of wine tourists in Karnataka. These include motivation for visiting, the types of experiences they are looking for, and their willingness to pay for various tourism activities.

Marketing and Branding: There is a need to understand how Vinitourism can be effectively marketed and branded in

**L I T E R A T U R E
R E V I E W**

Karnataka. This includes identifying target markets, developing effective marketing messages, building interactive websites, creating engaging tourist experiences, and creating effective wine routes. and building a strong brand for Karnataka's wine tourism industry.

Wine Production and Quality: While there are several wineries in Karnataka, there is a need for research on the production and quality of wines produced in the region. This includes identifying the unique characteristics of wines produced in Karnataka and how they compare to wines produced in other regions.

Economic impact: While there have been some studies on the economic impact of Vinitourism in other regions, there is a lack of research on the economic impact of wine tourism in Karnataka. This includes the direct and indirect economic benefits that wine tourism can bring to the region.

Aim of the study

To analyze both consumers' and manufacturers' perspectives in order to make the best recommendations for raising total vineyard visitor numbers.

Objectives

1. To comprehend the consumers' viewpoint on Vinitourism in Karnataka and evaluate it against the current initiatives of vineyards.

2. To analyze the manufacturers' viewpoint on Vinitourism in Karnataka and recognize their diverse perspectives.

3. To suggest various marketing strategies to improve the promotion of Vinitourism in Karnataka.

**R E S U L T S A N D
D I S C U S S I O N S**

Sl. No.	Response	Value
1	Vineyard visits are worth while	<0.0001
2	Vineyard Visits have value for money	<0.0001

In the above table it can be noted that most consumers believe that vineyard visits are worthwhile and have value for money.

Also, factors like gender, age, and employment sector play an important role in deciding the type of clientele inside the vineyard. As per our survey, the categories, gender, and employment sector have an important role to play in determining consumer type whereas age has no role whatsoever. The manufacturers feel that the marketing aspect with regard to ViniTourism (social media, celebrity endorsements, etc) needs to be focused on to boost ViniTourism in Karnataka.

**CONCLUSIONS AND
FUTURE SCOPE**

Understanding visitor demographics and preferences can help wineries enhance their marketing efforts and the entire visitor experience in vineyards. This paper proposes a comprehensive promotional strategy that uses unique itineraries, social media marketing, influencer partnerships, content marketing, events, and festivals, collaborations with local businesses, and public relations to promote Vinitourism in Karnataka and establish the region as a premier wine tourism destination.

The scope of further research in this area includes exploring the effectiveness of these marketing strategies in the context of Vinitourism tourism in specific vineyards. This will involve analyzing data on tourist arrivals, tourism revenue, and marketing expenditures to assess the impact of the marketing approach in specific vineyards.

Further research could also explore the role of technology in Vinitourism marketing, such as the use of virtual reality or augmented reality to showcase vineyards and wineries. Additionally, the researchers could examine the impact of sustainability and responsible tourism practices on Vinitourism marketing, as consumers are increasingly interested in environmentally and socially responsible travel options.

REFERENCES

- Chivu-draghia C., Antocea A.O. 2016, Understanding Consumer Preferences for Wine: A Comparison Between Millennials And Generation X. Scientific Papers. Series "Management, Economic Engineering In Agriculture And Rural Development", Vol. 16 Issue 2, Print Issn 2284-7995, 75-84.
- Singh, S., Wagner, R., & Raab, K. (2020). India's new-found love for wine tourism: a decanter of expectations and change. *International Journal of Wine Business Research*, 33(3), 313-335. <https://doi.org/10.1108/ijwbr-05-2020-0021>
- Usha, S., & Ramraj, K. (2014). Marketability of Wine Tourism in India. *AEIJMR*, 2(9). https://www.researchgate.net/publication/332223452_Marketability_of_Wine_Tourism_in_India
- Venkatraman, D.P. (2019, November 8). A study to understand if there is a significant relationship between wine consumption and income levels of wine consumers in India | Think India Journal. Think India Journal - Vichar Nyas Foundation. <https://thinkindiaquarterly.org/index.php/think-india/article/view/10457>

Selection Criteria Used to Purchase Millets

-An exploratory study in Southern Indian Context



Millets are packed with low carbohydrates, high protein, fiber (both soluble and insoluble) and a high volume of minerals including potassium, calcium, iron, magnesium, zinc and vitamin B-complex. Due to this, people consumed millets for breakfast, lunch and dinner, also displayed prior knowledge about millets, including finer, sorghum and pearl millets (D. R. Pravalika, 2020). In addition, millet is considered a prebiotic that helps provide good bacteria in the digestive system. Consumption of millet helps to reduce the risk of colon cancer, facilitate weight loss and prevent or manage diabetes, protects cardiovascular health and also helps to control the inflammation in the gut. Millets are also known for their low glycemic index, which helps to prevent the instant increase of blood sugar levels after food intake.

INTRODUCTION

Awareness and consumption of healthy foods have been rising recently, and customers are looking for healthy options from raw, cooked and processed foods. The one food trending in both the domestic and international markets is millet. D.R. Pravalika, (2020) reported that price, taste, brand, promotional offer and packaging influences millet consumption. In addition, millet products awareness, nutritional and health functions of millets, texture, appearance quality of millets, promotion of millet products, millet prices, knowledge of millet products, consumers' gender, age and residence also influences the consumption of millets.

Beyond the health benefits, millets are environmentally friendly since it requires significantly less water for cultivation and harvesting. Even in the drought season, millets can survive and produce yield. Due to this specialty, millets are considered a climate-resistant crop. Millets are also an economically feasible crop due to the short duration from cultivation to harvesting (60-90 days). Various stakeholders, including farmers, suppliers, retailers, and policymakers, are trying several ways to promote millets to increase consumption, thereby creating better demand for the farmers to cultivate and harvest millets to improve the health and well-being of the members of society.

The customers' purchase behaviour differs based on the type of products, needs and expectations of the customers. Knowledge and awareness are also essential factors that influence customers' purchase decisions. Nutrition, interest in trying new millet-based products and suitable alternatives to wheat and rice influenced millets consumption (K. E. Deepak Kumar, et al., 2020). Apart from these factors, perceived value, essential nutrients, and a healthy lifestyle also influenced the consumption of millets (Aiswarya R Mohan et al., 2021).



Apart from the attributes of millets, demographic factors such as gender, age, and family size influenced the consumption of millets (K. E. Deepak Kumar et al., 2020). Price plays a vital role in the consumption of food products. This was reported by (Durgad, A.G, 2021), where the price of millets was one of the important attributes for rural consumers to purchase millets. Millet is a reviving grain, and the popularity in the purchase and consumption of millets has been increasing recently; literature examining millets' purchase behaviour is limited globally. In this scenario, the present study is focused on this area.

MOTIVATION OF THE STUDY

Studies exploring the purchase behaviour of millets are limited in the Indian context, and most past studies were limited to only a few attributes related to millets. In this context, understanding the selection criteria used to purchase millets based on extensive attributes is the need of the hour. Hence, the present study is focused on this particular area.

LITERATURE REVIEW

A list of studies that focused on the purchase and consumption behavior of millets in the Indian and foreign context is reported in this section to understand the trend and knowledge available in this area. As per the report published by the Agricultural and Processed Food Products Export Development Authority (APEDA), India's main millet producing region include Rajasthan, Karnataka, Maharashtra, Uttar Pradesh, Haryana, Gujarat, Madhya Pradesh, Tamil Nadu, Andhra Pradesh and Uttarakhand. The report also indicated that India is the largest harvester of millets in the world. The main millets varieties cultivated by the farmers are pearl millet, traditionally called bajra, and the second variety is sorghum, traditionally called jowar. These two millets contributed to approximately 19% of the world's production in 2020. One southern state, Karnataka and five northern states, Rajasthan, Maharashtra, Uttar Pradesh, Haryana and Gujarat, contributed 83% of the total millet production.

Other varieties of millets produced in India include finger millet, foxtail millet, kodo millet, barnyard millet, proso millet, little millet and other pseudo millets such as buckwheat and amaranths are also harvested in India. A similar report published by Agiboo reported that the top consumer of millets is India, followed by Nigeria and China. Millet porridge was consumed as a traditional food in Russia, Germany and China. The same scenario was reported in the report of Millet Advisor. In addition, the Millet Advisor report indicated that millet consumption was found in rural India as a staple food. The report further highlighted the decline in millet consumption in India in the urban areas.

The decline was attributed to consumers moving towards processed and refined foods. Factors such as convenience-seeking products, health-conscious consumers, increasing urbanization, rise in disposable income and penetration of e-commerce were some factors that had assisted in increasing millet consumption in urban areas. Some of the challenges reported by the Millet Advisor in terms of purchase and consumption of millets are lack of awareness of millets, particular benefits of consuming millets, lack of familiarity and knowledge about millets, lack of skills to cook millets or paring with the meal/ diets. Due to this reason, the supermarkets and grocery stores also kept limited options for millet.

From the business perspective, a report published by Fortune India indicated that the current market for millets is at 9 billion, and it is expected to touch 25 billion in the year 2025. The report also indicated that India produces 15.53 million tonnes of millet annually, and the contribution of millets in the food basket is at 10%. In the year 2021, India exported 26 million worth of millets. The branded millet food market is 500 crores now, and it is expected to reach 10000 crores by 2025 due to the interest in millet. The report also provided insights into the business of millets. As per the report, most of the promotion of millets is happening with startups such as 24 Organic Mantra, Slurrp Farm, True Elements and Soulfull. The big giants such as HUL and Nestle were only taking baby steps in exploring millets in their business.

Further, the report highlighted the challenge of the business brands to standardize the right taste, texture and price combinations of the millet products. Brands such as Tata consumer products and Marico had acquired startups such as True Elements and Soulfull. ITC, the giant in the FMCG sector, had introduced jowar, ragi and multi-millet mix flour; Britannia released ragi cookies and five-grain digestive biscuits, whereas MTR foods had introduced multigrain dosa mix and ragi idly. Another famous player in the food business is Nestle India. Nestle India introduced the ragi variant baby food brand. This initiative of introducing ready-to-cook foods was aligned with the customer expectations of millet-based products. (D. R. Pravallika, 2020) reported increased consumption of millet-based products was for ready-to-eat and ready-to-consume products.

MILESTONES IN THE PROMOTION OF MILLETS

In 2012, nutritional security through intensive millet promotion (INSIMP) was initiated. In 2013, National Security Act was expanded to include coarse grains. In 2017, NITI Aayog released National Security Strategy for Nourishing India and recommended strengthening cereal productivity and production diversity by incorporating coarse cereals such as millet. In 2018, millets received a declaration as Nutri-cereals and included as part of the National Food Security Mission and declaration of the year 2018 as the National Year of Millets. In the year 2021, the United Nations General Assembly officially announced the year 2023 as 'The International Year of Millets', and the Central government announced the Production Linked Incentive- PLI scheme to motivate companies to engage in the manufacturing of millet-based food products.

Source: Fortune India.com

People consume millet to preserve their health and family immunity (Rizwana M et al.,2022). Customers also consume millet due to its health benefits, ease of preparation and taste of millets (Changmei Shadang Dorothy Jaganathan, 2017). In addition to health benefits, the millet's price influences the millet's purchase decision, and the millet's flavour influences the consumer acceptance of millet products (Alekhya, P. and Raj Shrvanthi, A, 2019). Similar findings were reported by (Kalidas, K. and Mahendran, K., 2017). Millet being good for health, taste, and price influenced the preference for millet. Quality and taste were vital factors in purchasing millet-based food products.

The main adopter of millets were customers with health problems, followed by the intention to lose weight and finally for the taste of the millets. People preferred millets as ready-to-eat products, and the following form was porridge. 49.6% of the people consumed millet once or two times a week (Anitha, S., Tsusaka, T et al., 2021).

Prevalence of Consumption of finger millet products was reported by (R.Subramaniya Barratry & R.Rajapushpam,2018) and the same pattern was reported by (Durgad, A.G, 2021). Factors such as the nutritional and health benefits advice of the doctor, millet being a staple food and self-production of millets influenced the purchase production of millets (Durgad, A.G, 2021). From the household context, household members considered millets as healthy and nutritious and expressed their desire to make millets available for regular usage (R.Subramaniya Barratry & R.Rajapushpam,2018)

From the value-added millet product perspective, Devarajappa. S.N (2021) reported that nutrition and health value influenced value-added millet product consumption.

A similar study conducted by Harshitha, H, and Dr M. S. Jayaram (2019) reported that nutrition and health value influenced the preference for value-added millet products and, in addition, variety in value millet products, in particular from the finger millet-based products.

T. Ashritha B et al. (2022) reported that customers considered millet biscuits nutritious and more preference were given to jaggery biscuits, which were preferred due to health consciousness reasons. The impulsive decision played a role in the purchase of millet value-added products (Devarajappa. S.N, 2021) With regard to pricing preference, Silas O. Ongudi (2017) reported that consumers were ready to pay 42% higher for biofortified pear millet products. In the case of regular millets, the average expenditure was INR.250.

Millet's consumption differed based on the occupation (R. Subramaniya Bharathy. R.Rajapushpam, 2020). (Changmei Shadang Dorothy Jaganathan, 2017) the observed difference in types of millet preference between urban people and rural people. K. E. Deepak Kumar et al. (2020) reported that Ragi, Kambu and sorghum were the preferred millets for consumption. Rural consumers consumed foxtail millet higher when compared to finger millet and little millet(Durgad, A.G, 2021).

Social media was a significant platform for communicating the health benefits of millets across diverse age groups (Alekhya, P. and Raj Shrivanthi, A, 2019 & Anitha, S., Tsusaka, T et al., 2021 & K. E. Deepak Kumar et al., 2020). In addition, friends and family members also provided information about millets (Anitha, S., Tsusaka, T et al., 2021).

Information source for millets was from the retail shop display (76%), followed by relatives, friends and neighbours (Kalidas, K. and Mahendran; K., 2017). In terms of value-added millet products, the source of information were melas, food festivals, newspapers and magazines (Devarajappa. S.N, 2021). It is interesting to note that (Rizwana M et al.,2022) reported that Knowledge of the millets did not result in the consumption of millets

RESEARCH PROBLEM

Research Gaps

Studies exploring the purchase behaviour of millets are limited in the Indian context, and most past studies were limited to only a few attributes related to millets. In this context, understanding the selection criteria used to purchase millets based on extensive attributes is the need of the hour. Hence, the present study is focused on this particular area.

Aim of the study

To understand the selection criteria used to purchase millet.

Objectives

The objective of the present study is to understand the selection criteria used to purchase millet.

RESULTS AND DISCUSSIONS

Sl. No.	Response
1	Price of the Millets
2	Taste of Millets
3	Type of Millets
4	Health benefits of Millets
5	Serving size of Millets
6	Easy availability of Millets
7	Safety of Millets (Causing no side effects)
8	Nutritional value of Millets
9	Brand name of the Millets
10	Cleanliness of the Millets (Free from any foreign particles such as stones)
11	Hygiene of the Millets (Free from any bacteria such as moulds)
12	Millet recommendation by the health professionals
13	Packaging of Millets
14	Environmentally friendly cultivation and harvesting
15	Processing of Millets (Removing the husk and other unwanted residuals)
16	Time taken to cook Millets
17	Ease of storage
18	Shelf-life period of Millets
19	Pairing of Millets with other foods
20	Ease of Cooking

Table 1. List of attributes used to examine the selection criteria used to purchase millets

S. No.	Factors	Factor Loading
Factor 1: Millet Quality and Convenience		
1	Type of Millets	0.608
2	Health benefits of Millet	0.905
3	Serving size of Millets	0.654
4	Easy availability of Millet	0.780
5	Safety of Millets (Causing no side effects)	0.884
Factor 2: Millet Production and Usage		
1	Brand name of the Millets	0.573
2	Packaging of Millets	0.604
3	Environmentally friendly cultivation and harvesting	0.687
4	Time taken to cook Millet	0.723
5	Ease of Storage	0.517
6	Shelf-life period of Millet	0.718
7	Ease of Cooking	0.658
Factor 3: Millet Safety, Compatibility and Recommendation		
1	Hygiene of the Millets (Free from any bacteria such as moulds)	0.523
2	Millet recommendation by the health professionals	0.517
3	Processing of Millets (Removing the husk and other unwanted residuals)	0.832
4	Pairing of Millet with other foods	0.508
Factor 4: Millet Price		
1	Price of the Millet	0.928
Factor 5: Millet Taste		
1	Taste of Millets	0.622

Table 2. Results of the Exploratory Factor Analysis on – Selection criteria used to purchase millets

A list of 20 attributes related to the purchase intention of millets is analyzed for the present study. On a seven-point Likert scale, the respondents rated each attribute from 'Not at all important to Highly important'. An exploratory analysis was conducted to identify the factors influencing the purchase intention of millets. Before the conduct of the exploratory factor analysis, Bartlett's Test of Sphericity results revealed ($p < .000$), indicating the attributes are not related, and Kaiser-Meyer-Olkin (KMO) was 0.789 indicating its suitability for the factor analysis. The study used the principal axis extraction method with Promax rotation. An Eigenvalue of greater than 1 was configured with 5 fixed factors.

A five-factor with 66.9% explained the purchase intention of millets. As per table 2, the first factor constitutes the type of millets, health benefits of millets, serving size of millets, easy availability of millets and safety of millets (causing no side effects), and it is named Millet Quality and Convenience. The second factor constituted the brand name of the millets, packaging of millets, environmentally friendly cultivation and harvesting, time taken to cook millets, ease of storage, shelf-life period of millets and ease of cooking. These attributes are named millet production and usage. The third factor is termed millet safety and compatibility. The attributes in the third factor are hygiene of the millets (free from any bacteria such as moulds), millet recommendation by the health professionals, processing of millets (removing the husk and other unwanted residuals), and pairing of millets with other foods.

The fourth factor is called millet price, which constitutes only one attribute (the price of the millet). The final factor is millet taste, and it includes one attribute (taste of millets). Two attributes such as the Nutritional value of Millets and the Cleanliness of the Millets (free from any foreign particles such as stones) score below 0.5 in the factor loadings. Due to this, these two attributes were removed from the factor analysis.

The attributes identified in the first factor of the present study, such as type of millets, health benefits of millets and easy availability of millets, are consistent with the findings of (Changmei Shadang Dorothy Jaganathan, 2017; Kalidas, K. and Mahendran, K., 2017; Durgad, A.G, 2021; R.Subramaniya Barratry & R.Rajapushpam,2018). Apart from the type of millets, health benefits and easy availability of millets, the present study also found that serving size of millets, easy availability of millets and safety of millets (Causing no side effects) also influenced the selection criteria to purchase millets. From the attribute identified in the second factor, only ease of cooking was consistent with the previous study's findings (Changmei Shadang Dorothy Jaganathan, 2017).

Apart from ease of cooking, the present study identified other attributes such as the brand name of the millets, packaging of millets, environmentally friendly cultivation and harvesting, time taken to cook millets, ease of storage, shelf-life period of millets played a role in the purchase of millets. With regards to attributes in the third factor, millet recommendation by health professionals was only consistent with previous research (Durgad, A.G, 2021).

Other attributes identified in the study that influences the purchase of millets are hygiene of the millets (free from any bacteria such as moulds), processing of millets (removing the husk and other unwanted residuals) and pairing of millets with other foods. As reported in the fourth factor of the present study, the price of the millets influenced the purchase of millets, and it is consistent with the findings of (D. R. Pravallika, 2020; Liu Meng et al., 2021; Alekhya, P. and Raj Shrivanthi, A, 2019; Kalidas, K. and Mahendran; K., 2017).

The final attribute and factor identified in the present study is millet taste, and it is consistent with the findings of (D. R. Pravallika, 2020; Changmei Shadang Dorothy Jaganathan, 2017; Kalidas, K. and Mahendran, K., 2017; Anitha, S., Tsusaka, T et al., 2021). The new attributes identified in the present study and enhanced understanding of how the past studies are related to the present study's findings are likely to advance an understanding of the selection and purchase of millets.

CONCLUSIONS AND FUTURE SCOPE

Promoting millet needs the collective efforts of all the stakeholders, including farmers, suppliers, retailers, policymakers, governmental and non-governmental agencies and, most importantly, researchers. The present study has provided exploratory insights into understanding the selection criteria for purchasing millets.

Future research should enhance the sample size and replicate the study in different geographical locations. In addition, a theoretical model can be developed based on the factors identified in the present study to enhance the purchase behaviour of millets.

REFERENCES

1. Alekhya, P. and Raj Shrivanthi, A. (2019). 'Buying Behaviour of Consumers towards Millet Based Food Products in Hyderabad District of Telangana, India' *Int. J. Curr. Microbiol. App. Sci.* Vol. 8, No. 10, pp.23-236. doi: <https://doi.org/10.20546/ijcmas.2019.810.02>
2. Aiswarya R Mohan, Amal George and Ginu Georgem (2021) 'Consumer perception and factors influencing consumption of millets', *Journal of Tropical Agriculture*, Vol. 59, No.2, pp. 177-182
3. Anitha, S., Tsusaka, T. W., Botha, R., Budumuru, M., Upadhyay, S., Kumar, P., Mallesh, K., Hunasgi, R., Jalagam, A. K., & Nedumaran, S. (2021). 'Assessing Millets and Sorghum Consumption Behavior in Urban India: A Large-Scale Survey', *Frontiers in Sustainable Food Systems*, 5. <https://doi.org/10.3389/fsufs.2021.680777>
4. Changmei Shadang Dorothy Jaganathan (2017). 'Consumption Pattern and its Purchasing Behaviour of Millets in Coimbatore city, *Indian Journal of Applied Research*, Vol, 7, No.2, pp. 774-776
5. Devarajappa. S.N (2021) 'Consumer behaviour towards ragi (millet) consumption in Karnataka with special reference to Bangalore division', *Journal of Emerging Technologies and Innovative Research*, Vol 8, No 11, pp-303-311
6. Durgad, A.G., Joshi, A.T. and Hiremath, G.M. (2021) 'Consumer Preference for Foxtail and Little Millets in North Eastern Region of Karnataka' *Economic Affairs*, Vol. 66, No. 1, pp.101-108.
7. D. R. Pravallika, B. Dayakar Rao, Seema, D. Srinivasa Chary and N. Sri Devi (2020). 'Market Strategies for Promotion of Millets: A Critical Analysis on Assessment of Market Potential of Ready to Eat (RTE) and Ready to Cook (RTC) Millet Based Products in Hyderabad 'Asian Journal of Agricultural Extension, Economics & Sociology' Vol. 38, No.12, pp.147-155
8. Harshitha, H, Dr M. S. Jayaram. Consumer's preference for value-added products of finger millet (Eleusine coracana)' *Indian Journal of Economics and Development*, Vol 7, No.9, pp.1-4.
9. <https://apeda.gov.in/milletportal/Production.html#:~:text=The%20major%20millets%20producing%20states,during%20the%20period%202020%2D21>
10. <https://www.agiboo.com/millets/#:~:text=Millet%20porridge%20is%20a%20traditional,allowed%20by%20Niger%20and%20China>
11. <https://milletadvisor.com/millet-consumption-trends/#:~:text=India%3A%20India%20is%20the%20largest,used%20as%20a%20staple%20food.>
12. <https://www.fortuneindia.com/long-reads/mission-millets/110650>

13. Kalidas, K. and Mahendran, K. (2017) 'Research paper on buying behaviour of consumers towards instant millet based food products', Food Sci. Res. J, Vol.8, No. 2, pp.196-202. DOI: 10.15740/HAS/FSRJ/8.2/196-202

14. K. E. Deepak Kumar, N. Venkatesa Palanichamy & D. Murugananthi (2020) A study on consumer preference of major millet products in Tamil Nadu, International Journal of Agricultural Science and Research, Vol. 10, No. 6, pp. 13-22.

15. Liu Meng et al. (2021). 'Study on Influencing Factors of Millet Product Consumption Behavior of Residents in Hebei Province-Based on the Perspective of Planned Behavior Theory', IOP Conf. Ser.: Earth Environ. Sci. 792 012004.

16. Rizwana, M., Singh, P., Ahalya, N. and Mohanasundaram, T. (2022). 'Assessing the awareness of nutritional benefits of millets amongst women in Bangalore', *British Food Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BFJ-05-2021-0593>

17. R.Subramaniya Bharathy, R. Rajapushpam (2020) 'A Study On Purchasing Behavior Of Millet Products Among Consumers on Salem Region', International Journal of Scientific & Technology Research, Vol.9, No.1, pp. 1-5

18. Silas O. Ongudi, M.W. Ngigi & P.K. Kimurto (2017) 'Determinants of Consumers' Choice and Willingness to Pay for Biofortified Pearl Millet in Kenya', East African Agricultural and Forestry Journal, Vol. 82, No. 2-4, pp. 175-187, DOI: [10.1080/00128325.2017.1391489](https://doi.org/10.1080/00128325.2017.1391489)

19. T. Ashritha, B. Anila Kumari, E. Jyothsna & M. Srinivasulu (2022). 'Sensory Evaluation and Consumer Acceptance of Jaggery Based Minor Millet (Foxtail and Little Millet) Biscuits' *Biological Forum – An International Journal*, 'Vol. 14, No. 4, pp. 628-633

20. Tim O'Reilly. (2005). What is web 2.0 design patterns and business models for the next generation of software. O'Reilly Pub. <https://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>

21. Liberato, P., Alen, E. and Liberato, D. (2018), "Smart tourism destination triggers consumer experience: the case of Porto", *European Journal of Management and Business Economics*, Vol. 27 No. 1, pp. 6-25. <https://doi.org/10.1108/EJMBE-11-2017-0051> Accessed on 1st March 2020.



DEVELOPMENT AND EVALUATION OF INDIGENOUS COORG *Orange Liqueur*

INTRODUCTION

Orange liqueur is a type of liqueur that is flavored mainly with oranges. It is created by distilling or infusing orange peels or oranges with sugar for sweetness and base alcohol usually brandy or neutral grain spirit. Orange liqueur is frequently used in mixology and adds a vivid citrus flavor and scent to sweets and drinks. Popular orange liqueurs include Cointreau, Grand Marnier, and Triple Sec each of which offers a special harmony of sweetness and orange flavor.

LIQUEUR

Liqueur sometimes known as cordial or spirits is a flavored alcoholic beverage that is often sweet and frequently used in cocktails or as a digestif. Base alcohol often brandy, rum, or neutral grain spirit, is used to create liqueurs by infusing or distilling various components, such as fruits, herbs, spices, flowers, or nuts, into it. Liqueurs unique flavor, fragrance, and colour are a result of these tasty additives. Liqueurs have a lengthy, centuries-long history. Monks and herbalists experimented with botanicals and alcohol for therapeutic purposes at apothecaries and monasteries, which is where liqueur manufacture first began.



These mixtures changed into liqueurs and are popular today as a result of their flavor rather than their medical benefits. While the alcohol concentration of liqueurs can vary, most liqueurs range from 15% to 30% Alcohol By Volume (ABV), however, some liqueurs, such as high-proof herbal liqueurs or bitter liqueurs, may have a higher ABV.

COORG ORANGE

Coorg Orange commonly referred to as Kodagu Orange, is grown in the Coorg district of Karnataka, India. The Western Ghats' scenic Coorg area is well-known for its verdant scenery and climate that is ideal for farming.

This area is known for producing high-quality oranges with distinctive flavors and aromas. The name Coorg Orange comes from the Coorg area, which is well-known for its coffee plantations and a wide variety of agricultural products. Coorg provides the perfect climate for orange farming because of its height, which ranges from 900 to 1,500 meters above sea level. Here oranges grow well and are tasteful, thanks to the rich soil, comfortable temperatures, and copious amounts of water. Coorg oranges are utilized in a variety of culinary applications in addition to being a delicious, fresh fruit.

They are perfect for juicing, enhancing salads with flavor, or adding to sweets, jams, and marmalades because of their acidic and fragrant properties. Additionally, due to the therapeutic benefits of Coorg orange peels, they are frequently dried and used in herbal teas and classic Ayurvedic recipes. Intensive agricultural procedures are used in the growth of Coorg oranges. The oranges are cultivated in groves where expert farmers carefully tend and preserve them.

Longer ripening times enable the development of complex flavors in the fruit due to the region's distinctive environment, which has mild winters and temperate summers. When they are fully mature, oranges are normally hand-harvested to make sure that only the ripest and best fruits are selected.

PROCESS OF MAKING ORANGE LIQUEUR

Developing orange liqueur includes distilling or infusing orange peels or oranges with sugar for sweetness and a base spirit, usually brandy or neutral grain alcohol.

Ripe and aromatic oranges are used in making orange liqueur. The fruit is distinguished by its zest. First, infuse the zest in brandy or neutral grain spirit and let it steep for weeks or months. To ensure a uniform flavor dispersion, stir occasionally. To get rid of contaminants filter the mixture. To reach the appropriate sweetness thoroughly mix in sugar. Liqueur should be aged to improve flavor. Then bottle it with instructions for use. Choosing oranges, infusing zest into spirits, filtering, sweetening, aging, and bottling make up the process as a whole.

USEAGE OF ORANGE LIQUEUR

Orange liqueur is a versatile ingredient that gives a variety of food and beverages a wonderful citrus flavor and scent. Orange liqueur adds a vivid and delicious orange accent to traditional cocktails like Margaritas, Cosmopolitans, and Sidecars. Additionally, it may be used in a variety of fruit-based cocktails and punches to improve the flavor. Orange liqueur is used in the culinary industry to enhance the flavor of pastries like cakes, tarts, etc. It may be used to caramelize recipes and poured over fresh fruit to give richness and depth. Orange liqueur is also a delicious addition to coffee, and hot chocolate, and even as a topping for ice cream, giving these drinks and delicacies a burst of citrus flavor.



MOTIVATION OF THE STUDY

The main motive of the study was to make better use of Coorg oranges by developing an Indigenous liqueur, to compete with International brands at an affordable market price.

LITERATURE REVIEW

Chris Pentz and Charlene Gerber's (2018) paper focuses on the visual, olfactory, and gustatory experiences associated with brandy drinking. It looks into how these senses affect consumers' perceptions, tastes, and experiences with brandy in general. The authors investigate how brandy's visual presentation including its colour and clarity affects consumer expectations and judgments. They also look at how flavor and scent affect, how consumers perceive and prefer various brandy brands. The report also addresses how crucial sensory evaluation methods are to comprehend customer preferences and market trends. The importance of sensory qualities in brandy marketing and product development strategies is highlighted.

Overall, this study offers insightful information about the impact of particular senses on brandy consumption. It advances knowledge of the sensory factors that influence brandy consumption and gives producers and marketers of brandy information they can use to increase customer happiness and product approval.

Tripathi's (2017) paper "Coorg Mandarin Industry in South India" gives a summary of the Coorg Mandarin industry of India. The Coorg Mandarin is a well-known ecotype that

has been growing for more than a century. The industry's history, present situation, characteristics, limitations, and potential future are discussed in the article. Karnataka, Kerala, and Tamil Nadu are the main growth regions. The report addresses the difficulties the industry has to deal with, such as fertilizer management, water scarcity, disease and pest problems, and marketing limitations.

A number of solutions to these problems are put up, including the discovery of high-yielding clones, the creation of disease-free planting material, and improved water and fertilizer management techniques. The significance of managing diseases and pests as well as the requirement for additional research and development are emphasized. The study offers insightful perspectives into the Coorg Mandarin market and discusses directions for expansion and development in the future.



Thirumalaiah S. R. and Dr. Jayashree P's (2019) research paper provides an overview of the difficulties and potential benefits of Coorg Mandarin cultivation in the Kodagu district of Karnataka, India. The significance of the Mandarin orange (*Citrus reticulata*), which makes up over 50% of all citrus-growing land in India, is discussed in the study. The Wayanad of Kerala is highlighted, also the farming areas of Karnataka like Coorg, Chikkamagalur, and Hassan.

The Coorg Mandarin, also called "Bulli" in Karnataka and "Naranga" in Kerala, is described in terms of its physical attributes, such as its medium to large size, bright orange colour, thin to medium, soft peel, and tasty pulp with a well-balanced mix of acidity and sweetness. The study emphasizes the characteristics of the Coorg Mandarin that have made it a recognized Geographical Indicator. The report offers a thorough analysis of the Coorg Mandarin sector, its problems, and its potential for further growth in the area.

J. Mierziak and A. Stawiecka's (2016) study investigates how many elements, including the choice of raw materials, extraction methods, and distillation procedures, affect the composition and scent profile of Cointreau liqueur. The researchers evaluate the variations in the chemical makeup of the liqueur generated by various procedures through the analysis of volatile components. Additionally, the sensory study is done to assess the sensory qualities of the many Cointreau liqueur varieties. In order to comprehend how the production processes affect the sensory perception and consumer experience, this involves the evaluation of aroma, taste, and overall quality. The results

of this study shed important light on the relationship between the processes used in Cointreau liqueur manufacture, its volatile constituents, and its sensory properties. It provides crucial knowledge for researchers and producers to comprehend the elements that affect the liqueur's flavor and quality, consequently improving its manufacturing and patron pleasure

RESEARCH PROBLEM

Research Gaps:

- Lack of availability of indigenous liqueurs in the Indian market.
- Abundant wastage of Coorg oranges
- Development of an indigenous Coorg orange liqueur at an affordable price range

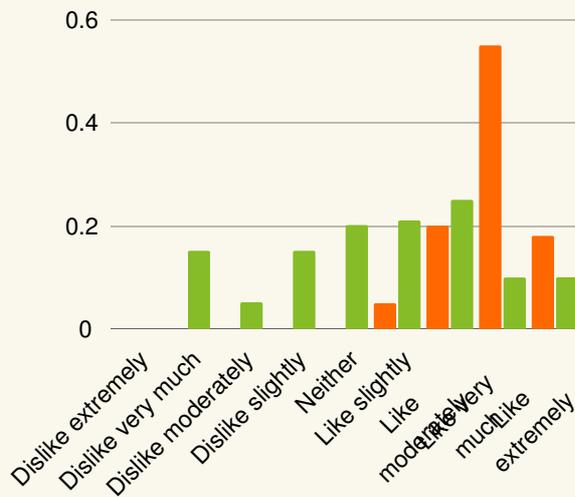
Aim of the study:

To develop an Indigenous Coorg orange Liqueur and study its acceptance

Objectives:

- To study the characteristics of orange liqueur
- To develop a distinct Coorg orange liqueur
- To study and analyze the acceptability of the developed liqueur

RESULTS AND DISCUSSIONS



From the above figure, it is evident that the overall acceptability of the developed liqueur was comparatively more than the controlled liqueur.

Results extracted through data analysis collected by an organoleptic evaluation, conducted with a wide age group range of people like regular alcohol-consuming people, industry experts, bartenders etc.

CONCLUSIONS AND FUTURE SCOPE

The study was conducted to introduce a developed orange liqueur in a very distinct way and at a locally, easily sourced price. An organoleptic evaluation was conducted to compare the control and developed product from the viewpoint of 30 respondents. The control product is a classic flavour, a recipe accepted and launched in the market, whereas the developed version made similar to the controlled product but yet to be accepted by the people and to be launched in the market. Furthermore, hypothesis testing was performed to see whether there was a

significant difference between the groups in terms of each of the variables in the organoleptic evaluation. The study’s methodology included an organoleptic evaluation of the product and thorough literature research to understand the basis of the theory. The study involved 12 female and 18 male respondents from Bengaluru. In order to eliminate bias, the session was a blind tasting in which the respondents were not made aware of the names of control and developed products. These products were coded according to the standardization. Every single sensory evaluation indicated the developed product is acceptable and is way better than the controlled product in terms of taste, aroma, flavour intensity, colour etc.

REFERENCES

J. Mierziak and A. Stawiecka, (2016), Volatile Compounds and Sensory Analysis of Cointreau Liqueur Produced by Different Methods, Journal: Food Chemistry

Pentz, C., & Gerber, C. (2018). The Influence of Selected Senses on Consumer Experience: A Brandy Case. South African Journal of Enology and Viticulture, 39(2), 223-233. (<https://www.journals.ac.za/index.php/sajev>)

Tripathi, Prakash. (2017). Coorg mandarin industry of south India-Dr. P C.Tripathi Poster Presentation.

Thirumalaiah S. R. and Dr. Jayashree P's (2019), Problems and Prospects of Coorg Mandarin in Kodagu district, Karnataka-A Review, International Journal of Multidisciplinary Research, 9 (5), pp. 529-533

INDUSTRY SPEAKS



MR. RAJ KUMAR DEY

Hospitality Trainer at a Finland Hotel

Interview Excerpts Reported By:
Ms. Chaitra R (BHM, Batch 2021)

At present Mr. Raj Kumar Dey is a Hospitality Trainer at a hotel in Finland. He was an Asst. Professor of Front Office Department in the Faculty of Hospitality Management and Catering Technology at M.S. Ramaiah University of Applied Sciences from the year 2018 to 2022.

Q. Please tell us about your professional journey and experiences.

His journey began with a trip to Kharagpur where he was introduced to the hospitality industry through a book, after which he enrolled in DSMS Group of Institutions, West Bengal in 2005 for graduation. He started his professional journey as a Management Trainee in The Park Visakhapatnam and then in Radisson.

He then moved to London and completed his PGDHM and MBA at The University of Sunderland. He started working as a Night Auditor in Ibis London, Dockland and was moved to Ibis London, Wembley as a Team Leader. He was then promoted to Night Manager and transferred to Sofitel London- St James Hotel. He loves to be on the move, so he requested a job in a pre-opening hotel- Mercure Greenwich, where he took on the challenges that come with a pre-opening hotel. He also worked in other properties such as Ibis in Barking and then Novotel in Scotland for a short period.

He came back to India, where he had to adapt to the distinct work environment of the industry. He was employed in another pre-opening hotel - Mercure, Hyderabad for a year. He then worked as an Assistant Front Office Manager at Hyatt, Hyderabad.

Later he began his teaching career in Kathmandu, Nepal as a Faculty and Hospitality trainer at the Academy of Culinary Arts and then at FHMCT, Ramaiah University of Applied Sciences. He had to reshape his goals into teaching as it was a new realm of work for him. But he persevered forward and vowed to motivate his student to the best of his abilities. He then moved to Abu Dabhi for a short while and is currently settled to work in Finland in the training department of a hotel.

Q. What are the best practices and way forward in the hotel industry?

Best practices differ across hotels and properties spread all over the world. A hotel needs to consider its needs and requirements before implementing any practices. A few of these can be considered general to all as follows.

Technological advancements such as Mobile keys that can be accessed easily, kiosks and contactless services that aid in social distancing, and conveniences for both the hotel and the guests are imperative to the overall growth of the industry.

Boosting guest satisfaction and enhancing guest experiences is always one of the primary focuses in the industry. Encouraging employee engagement and providing appropriate training and management workshop to the staff is the key in order to help the guests.

Eco-friendly practices must always be welcomed and are needed in a hotel in various forms and shapes to boost sustainability and a step towards going green.

Q. What would you like to give advice or suggestions to budding hospitality professionals?

Gain relevant life education and curricular and extracurricular experience other than the basic academics in college. Go out and learn something different like a new language to add to your vocabulary. Developing excellent communication skills is imperative, as it helps in guest and peer interactions regardless of where they are from. Focus on customer skills, as it will help you massively to move forward in the industry. Building a wide and strong professional network will help you a great deal.

Have a clear objective in mind and work towards it with regard to quality. Have a passion for what you do and focus on allocating time for yourself to complete a task and foresee any likely setbacks. Say yes to potential challenges and help yourself to be adaptive and flexible to the changes around you. Always welcome feedback and criticism and initiate required change but most importantly never lose your motivation and drive to work hard.

ALUMNI SPEAKS



MS. SUCHITRA GANESAN (BHM BATCH 2008-2012)

Sr. Manager - Business Solutions, Integrated
Facilities Management and Asset Services,
South at Cushman and Wakefield

My professional experience spans the hotel industry, IT support, and presently - real estate. To break it down further, I started off as Management Trainee at the Royal Orchid Hotel where I had my cross-exposure in the kitchen and service. It is interesting that the head chef decided to assign me the butchery on my very first day. For someone like me who comes from a vegetarian household, this would have been the worst nightmare. And to add to it de-skinning 75 whole chickens for a 300 pax function with bare hands. Yes, that was the start. I did it with absolute enthusiasm.

I was hungry to learn but in search of international brands to work for, a colleague and I went to the Ritz Carlton hotel which was nearing completion, followed by a walk-in interview at the newly completed, first Marriott hotel in Bengaluru where I was appointed as the Event Coordinator.

This was followed by a year's experience at the Mövenpick Hotel Doha, Marriott's budget hotel - Courtyard by Marriott Kochi Airport; Marriott's Signature - Kochi Marriott Hotel and then the Luxurious JW Marriott Hotel Bengaluru in Catering Sales role.

I skipped no steps. Rather, I tried to skip steps, but the Marriott calling was strong. Over time the place you work at becomes home and the people you work with, become family. Marriott is that place and its people for me. But there comes a time when you have to look at life from the bird's eye view, the larger picture, and the long run. Once you have that, you break it down into smaller understandable pieces and start from there.

ITC Infotech was that turning point for me. COVID was the time when I could finally gather the courage to move away from familiar territories. I was running out of savings, I quit my job at Marriott and I had financial commitments. But sometimes when you have nothing, you think better. I had no direction but I knew what was not working for me. I took a hard look at my hotel experience and listed down what my consistent strength was. I say consistent strength because it's easy to be good at something once. But being good at something consistently takes intention. And I had to take calculative risks while starting fresh. I didn't really know where I could fit in, so I started by thinking about the everyday tasks I would do and zeroed down to the one task which was almost insignificant to my sales role. I was good at working with reports and maintaining records, and I could help teammates when it came to managing the PMS system.

You might think this is small but just knowing I was good at this one thing, helped me in my ITC Infotech role. I have so much love and respect for the company and my colleagues there. But just in case you think it's a matter of luck, let me tell you that there were not less than 200 positions I had applied for before I got the role.

One of the positions I had applied for came to me a year later from Cushman and Wakefield Property Management Services India Pvt. Ltd. where I look after business solutions for South India in Facilities Management. This is my current work position.

Looking back I have so much to smile about and so much to leave behind. So here's my message to my fellow Ramaiah Hospitality students - efforts and learning never go to waste. They go hand in hand. When those efforts will materialize, you can never tell. But keep the faith and be resilient. Just when you quit, if something holds you back, stay! But if you leave, remember that the journey ahead would be about courage, trust in yourself, learning, resilience, and absolute faith. Have absolute faith, confidence, and intention in all you do. But leave the rest to play out. You'll be fine.

And I would also like to remind you all that you are in the best hands. Kudos to all our professors who shaped me and special thanks to Ms. Priya Arjun for giving me so many opportunities for exposure. From ODCs, part-time jobs, and vocational to industrial training, I got a good mix of theoretical and relevant industry experience. Please make the most of it. No matter how hard it is, show up! You'll need that discipline at some point in your life.

WELCOME

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

- M S Ramaiah group of Educational Institutions established in 1962 is a pioneer in the field of technical and professional education in India with 24+ institutions of higher education under its umbrella.
- The College of Hotel Management was established in 1993 and is currently in its 30th year of operation as Faculty of Hospitality Management and Catering Technology (FHMCT) under Ramaiah University of Applied Sciences (MSRUAS)

ALUMNI

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



Pallavi Patnaik
(2007-2011)
Learning Manager,
Hyatt Centric Sector 17,
Chandigarh



Raunak Charania
(2004-2008)
Project Manager E-Learning
(Food & Beverage)
Wood Wyant
(Groupe Sani Marc Group) ,
Canada



Saad Pasha
(2009-2013)
Landscaping Entrepreneur,
Planters Paradise



Adarsh Nair
(2005-2009)
Director of Sales Grand
Hyatt, Gurgaon



Aishwarya Shindogi
(2007-2011)
Indian Film Actress,
Kannada Film Industry



Manoj Nair
(1998-2001)
Executive Sous Chef,
The Grand York Hotel,
New York



GRADUATE FROM THE PREMIER SCHOOL OF HOSPITALITY MANAGEMENT AT RAMAIAH UNIVERSITY OF APPLIED SCIENCES



**Faculty of Hospitality Management and Catering Technology,
Ramaiah University of Applied Sciences, Bengaluru, Karnataka,
India - 560054**



080-23601815 / 23607113 / 23601829



9844005139