

HOSPITALITY TRAVEL

CONNAISSEUR

E - MAGAZINE

INDIA | NOVEMBER 2020

VOLUME-1

ISSUE-4

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TECH INSIGHTS

EXPLORE THE MOST IN-DEMAND
DETAILS OF THE AI & TECHNOLOGY
IN THE HOSPITALITY.

EXPLORE CANADA

A MULTICULTURAL COUNTRY
FROM
SEA TO SEA.

LEARN FROM LEADERS

EXCLUSIVE INTERVIEW OF MS. TANYA
TALREJA, FOUNDER & PRESIDENT OF
GSD CORPORATION.





FROM THE EXECUTIVE DESK

“

**IN HOSPITALITY, YOUR 'I WILL' MATTERS
MORE THAN YOUR 'IQ'.**

MR. RUDRA SONI.
EXECUTIVE DIRECTOR - HOSPITALITY
CONNAISSEUR.

DEAR READER,

A Purposeful life is only worth lived. A Human life is a blessing from the god, and if we do not use it wisely and don't do something important which **Excites us, Satisfy us and Grow us** at the same time, than we haven't actually lived.

A Purpose is surely needed in the personal and professional life, just to polish and better our selves every moment. Specifically talking about our Hospitality Industry, then people often misunderstand the **opportunities** and the **amount of work** it takes to be in this industry.

A life in the world of hospitality is No Normal. *A lot of Strategic Hardwork, Hard Nights, Persistence, Long Shifts, Courage and at last Honesty and Innovative Mind* is mostly needed to remain in this Business! **This Life is surely less ordinary and the industry has a lot to offer to everyone.** The Time is hard, but this shall too pass. Not to worry and remain focused on the things you have been doing, because **the key to success in this industry is your 'I WILL' kind of Attitude.**

So rather building your 'IQ', start building your 'I WILL' kind of Attitude because... This is not the time to fear, It is the time to Unite, Rebuild ourselves and have Faith.

You have came a long way! Remember that.

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THE TEAM OF HOSPITALITY
CONNAISSEUR WISHING EVERYONE A
VERY HAPPY DIWALI AND A
PROSPEROUS NEW YEAR IN
ADVANCE.

God Bless!

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(E - Magazine)

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FOR ADVERTISING / PRESS NOTES / CONTENT MARKETING.

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SHIVAM

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SHIVAM MARKETING.

"SHIVAM DHOOP"

A PLEASANT REALIZATION OF
DIVINITY.

“

Adventure from the heart without thinking long. The brain gives ideas, while the heart gives success. You can't be a number one businessman, but you can be happier than the number one businessman!

In the world of Incense Sticks and Dhoops, **Mr. Ranjitdan Gadhvi** who reached the **pinnacle of popularity** in a short span of time, has created fame, prosperity and popularity from scratch in a short period of time and Has created an empire in the world of fragrances too!

Mr. Ranjitdan Gadhvi says... we went to Diu with the family. On the way back from Mendarda, there was an attractive fragrance all around the way, as There was an incense factory. We went there & I bought incense cups, spices, incense sticks. I simply lit incense on the way and we liked it very much.

So, During the late night we reached our home. I could not sleep at the night due to constant thoughts of starting a Dhoop Business. I suddenly got up and set with a paper-pen and created an incense business design, I called the manufacturer in the morning and ordered 2500 packets of the product as per the condition, agreed to send two and a half thousand packets per day, arranged 20 salesmen and worked diligently. Currently, Shivam Marketing sells five thousand packets per day!

Mr. Ranjitdan Gadhvi says that It is not necessary to think too much about any venture or plan. So based on experiences, I say start a new task without thinking, if it works than good, otherwise leave it.

Mr. Gadhvi is a very adventurous person and believes in Strategic Hardwork. The beliefs of his life are inspiring to all of us. Indeed!

”

No work is small.

if the idea & dreams are big,
even small work will become
big.

INSIDE HR'S MIND

DURING POST-PANDEMIC WORLD.

Things are not same as Earlier and our Lives too!
If you are planning to Change your Job or Seeking a New Job during this Post Pandemic World, then this piece is going to help you crack your desired Job interview by giving you significant questions to prepare for the HR, Don't wait to Impress them! Be the best version of yourself!



ARE WE ACTUALLY AWARE OF WHAT COVID-19 HAS DONE TO THE INDIAN HOSPITALITY SECTOR?

Well, **The Indian hospitality industry** is undoubtedly *one of the biggest casualties of the COVID-19 outbreak* as demand has declined to an all-time low. Ban on Global Tourism, Suspension of Visas and the imposition of Section-144, which is prohibition against mass gatherings and specifically, very less support from Government, banned Airlines, Travel and Hotels, brought the Indian Hospitality sector to its lowest with major financial losses. The similar thing is happening with **global hospitality market** as well!

Aviation Experts suggested that global airlines need an emergency fund of up to US\$ 200 billion as they fight for survival, and the International travel could be adversely impacted by up to 25% this year.

And, according to the **World Travel and Tourism Council**, the COVID-19 pandemic could slash **50 Million Jobs worldwide** in the travel and tourism industry, reflecting a 12-14% reduction in Jobs and Recruiting market!

For Indian Hotels, their key performance indicator RevPAR is also significantly declined **31 to 36%** current year. But still... there is a ray of hope as Experts say that the industry could take up to **10 to 12 Months to recover** after the covid-19 outbreak is over.

Well, moving back to the topic, Firstly we need to understand that the recently mentioned all the downfalls are not our responsibility. There are leaders of hospitality, government officials and experts are working tirelessly to combat this bad situation and bringing the industry back on track! Well, according to us, **The life of Hoteliers will circle around 4 responsibilities**, Which are **Health, Sanitation, Education and Discipline**.

as these four responsibilities will help them to protect their place in the hospitality industry and it will also help them to become updated, vigilant and worthy for the respective Jobs.

Now... If we talk about the **Interview Process during**

the Post Pandemic World, Then the Human resource managers will focus on **hiring the right kind of multi-skilled talent to work in their organizations**, because, it reduces the cost spent on each head, and they can use remaining budget for the other operations of the Hotel!

So, The Process of the Interview will be the Same, But... here's the **Top 03 New Interview Questions** Every Hotel HR will ask Job-Seekers after The Pandemic.

1. What did you learn during the pandemic of 2020? (In-terms of your Interest or Hobbies)

2. What skills did you add during the pandemic of 2020? (In-terms of Reskilling or Upskilling)

3. What did you learn from the pandemic of 2020? (What COVID-19 crisis taught you)

The first two question have been highlighted by **Mr. Mark Cuban - The billionaire owner of the NBA's Dallas Mavericks**, and We believe that the third question is also necessary to ask to the job seekers to check their Human Side for the Hospitality Business! Furthermore, *HRs can also ask about 'Did you think of helping others during the crisis?' or 'How did you help others during the crisis time?' or it's more about your opinion on the pandemic!*

But... at the end, to be a productive hotelier we need to focus more on reskilling and upskilling to remain worthy in this about to be competitive market. And honestly, there is no harm in keeping major focus on learning and development because it makes us multi-skilled, worthy, knowledgeable and ready for the survival into this 'New Normal'. So... don't forget to focus on these 03 important questions and come up with the honest answers to impress the HR and get a dream job for yourself!

HOSPITALITY EDUCATION FOR NEW NORMAL!

ROLE OF HOSPITALITY EDUCATION SECTOR IN POST COVID-19 ERA.



MR. VAGEESH KELKAR.

Guest Contributor - Hospitality Connaisseur

(Assistant Professor of F&B Service Department at Welcomgroup Graduate School of Hotel Administration - Manipal University.)

“

The core of the hospitality industry is “**Hospitality**” itself. It has always been the human touch that made a difference in any service sector, including Tourism, Hotels, or even Banking.

A multi-billion dollar industry that has been brought down to its knees by the COVID-19 pandemic, can only hope to use this very “**Hospitality**” factor to get back up and running! **It is easy said than done especially for an industry**, which depends majorly on the disposable income and leisure mindset of people. Life everywhere has started coming back to normal rather slowly but surely. But still the “Hospitality Industry” might take a while to get back on track depending on the mindset and the income-generating capability of travelers.

“While the industry is getting ready to bounce back with renewed energy and extensive plans to build trust among its customers, its time for the Hospitality Education sector to move hand in hand with the industry requirements.”

By keeping the focus on building strong basics, educators in the field need to embed the true meaning of “Hospitality” in future professionals. **As is the need for the industry to build trust among its**

customers, it’s the responsibility of the hospitality educators to harness this character among next generation of professionals.

The education sector needs to modify its curriculum and include aspects of handling operations during an outbreak. Future professionals should be prepared to handle these situations in a better manner. Whether it is Housekeeping, F&B, or The Kitchen, students need to be knowledgeable in changing the S.O.P. according to the need of the hour.

Right from welcoming the guest in hotels, contactless check-ins, and thorough sanitizing of contact surfaces, students should be thought of new standards.

F & B Department will be the most impacted within the industry. **Enhanced Hygienic practices** should be a norm in future kitchens and similarly importance of documenting the same to prove the due diligence should be part of the curriculum.



Apart from theoretical knowledge students should be given a hands on experience of “New Norms”. It is high time that management institutes impart practical knowledge and experience to students in new ways of working. Education sector will have to take the lead in setting standards. A full-time Hygiene Manager might be the future requirement in the industry. With that in mind, to be better-prepared, students should be certified in Food Hygiene and Public Health as part of their Management studies.

While the industry needs to remember that it is their team members who can help them sail through these rough seas...

The Education sector can play a vital role in better equipping the future professionals to handle tough situations or even in training current employees in unique Industry-Academia collaboration.

TECHNOLOGY THE GAME CHANGER

INCORPORATE TECHNOLOGY - IMPROVE EFFICIENCIES - IMPROVE LIFECYCLES



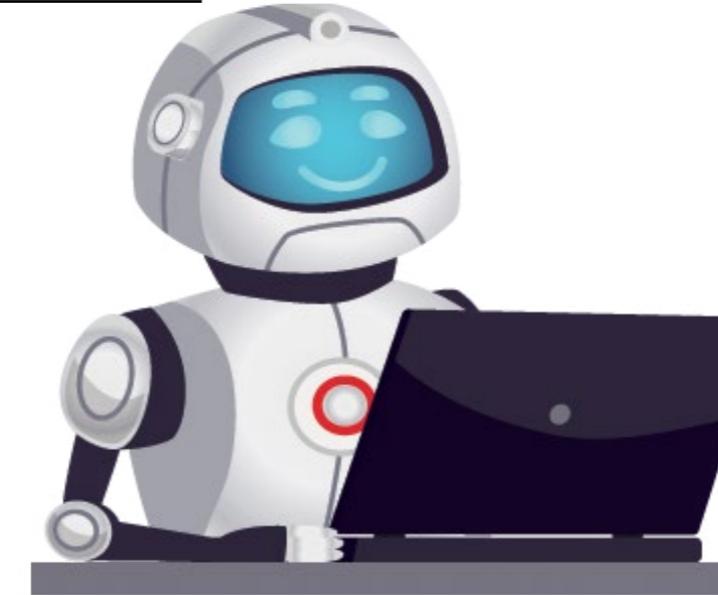
MR. SHAILESH FULSUNGE.

Guest Contributor - Hospitality
Connaisseur
(Hotelier since 1988, Amazon #1 Best Selling Author, Founder)

Technology – Improved Lifecycles

Hotel Industry relies on technology, moment guest decides to travel out of town he has to rely on technology to book his travel and also book a room, technology already has taken a huge role to play in the travel lifecycle. The guest gets into search of travel mode, hotel rooms through various portals and online travel agents (OTA), without it the guests would have not got best offers, best rates, guests reviews (*who have already patronised the facility*) which enables him to take a decision, also he goes and types his reviews after he utilises the facility, we have all seen the days when hotel booking or ticket booking was actually a time consuming job and mostly relied on travel agents, thanks to the technology.

These **OTA sites** are great news for travellers but present stiff competition for hotel operators, who are



turning to technology to **innovate** and **differentiate** themselves by means of centralisation of incoming enquires especially in case of larger chains, and the stand alone properties try to get the marketing team to have their share in the business of their own property. **The present results largely speaks about the OTA dominance and the commission paid is quite high**, end result is that owners and small time operators don't make enough money as compared to OTA's.

This is a fact of present hotel properties in particular the stand alone ones.

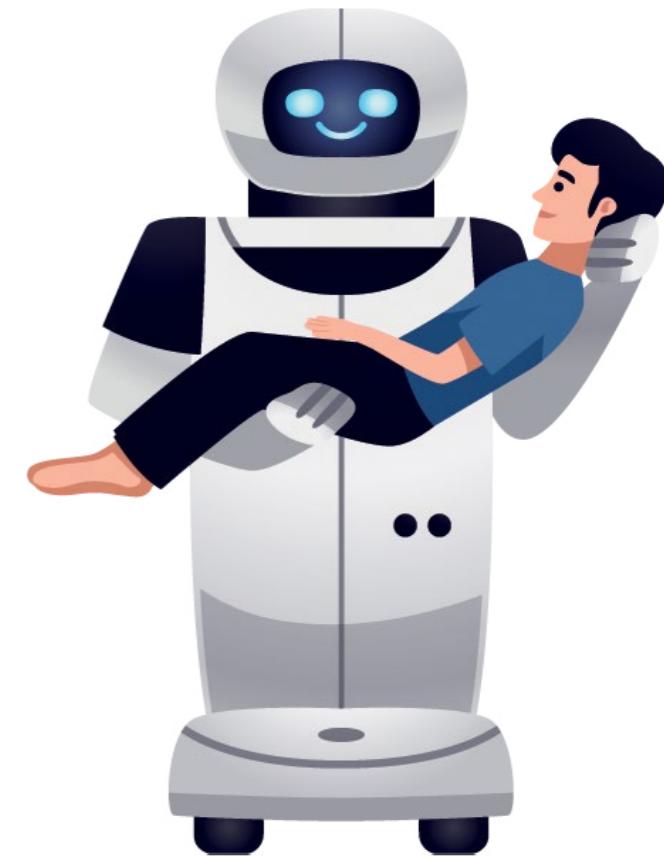
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Hotels should take Technology spends as Investments not Cost.



Online reviews have become the channel to attract new business, as every guest who plans to book a Room / F&B, ensures that the online reviews are good and gains confidence to book the facility, however the 'Word of Mouth' is still a very powerful weapon, *With my experience in the industry from 29 years, what I have learned is that technology has no challenge and I am actually amazed to see this technological bomb which has blown away all the myths and false beliefs.*

There was a survey done by one of the well-known companies which stated that we as a country have come a long way and hospitality sector has a great contribution towards our country's economy and I can vouch technology has the biggest contribution to achieve this feather in the hat.



Incorporate Technology – Improve Efficiencies

Swift Guest Check-in and Check-out

Most of the hotels especially overseas (Apart from India) ones are looking at automating the systems with the support of latest technology by way of automated check-in & automated check-out, this was also followed in one or couple of hotel chains in India, however the taste of Indian customer is a little different as **he is used to personalised services** as it was always a trend and the saying treat guests like Gods ("Athiti Devo Bhavo").

With an effort to improve efficiencies most hotels are looking to automate the check-in (and check-out) process. Like other applications the mobile hotel applications may soon come in the market which will enable to perform check-in and check-outs of the guests may well become the rule of thumb soon, **enabling staff to be focused more on guest service and pass on best of the experiences.**

With the kind of technology innovations that is accelerating from nowhere, only surprises coming from left, right and centre. *soon there will be a time we will be entering the guests lifts, guests rooms with the applications installed on our mobile phones which would act like the access key and the present physical keys and smart cards will soon become obsolete giving your smart phone the authority to open your guest room or have an access to the guest elevator.*

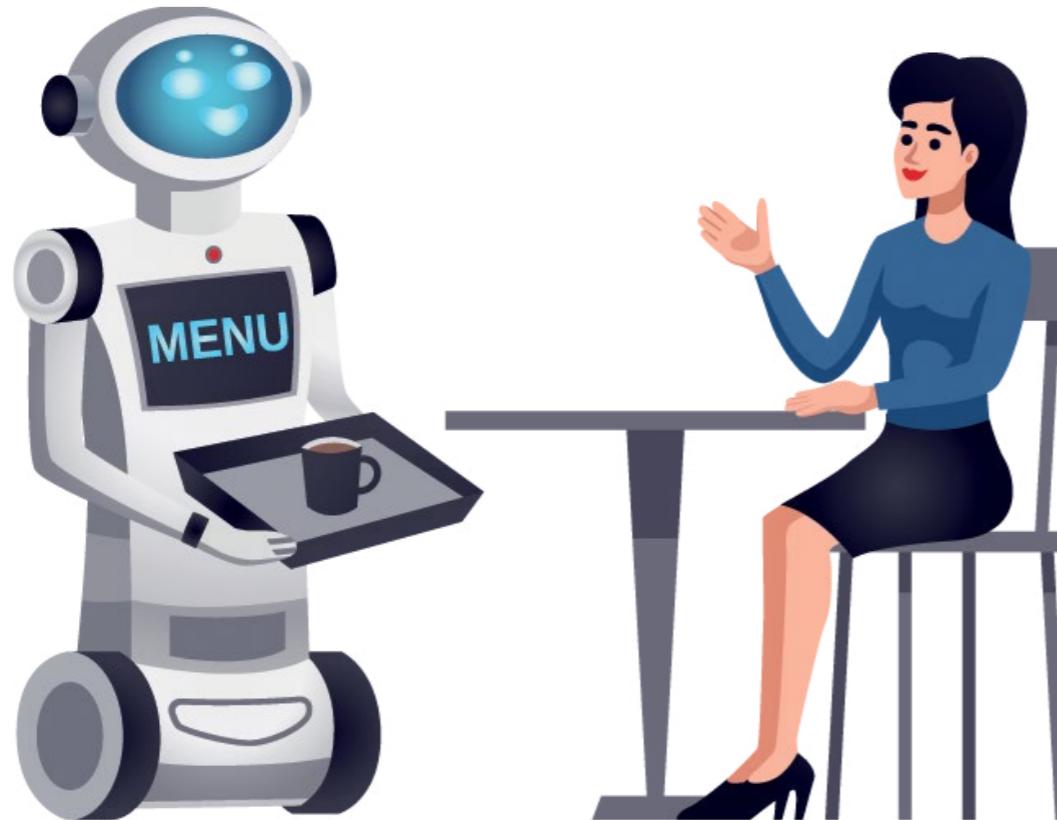
There are few luxury hotel groups looking at going keyless in a very short period of time and soon this will become a trend. We can also foresee that like to open our personal computers the facial recognition acts like a password, there could be an anticipation the software may be developed to recognise the guest face and allow him the entry to the room, we never know where the future technology may take us and it has already proved in recent past.

”

Physical Keys out Dated, Swipe Key Cards out dated, RFID cards into force soon we should expect something like Keyless entry to the Guest Room.

Technology – Improved Lifecycles

Once upon a time having the HD television was the requirement of high end luxury hotel, with today's technological changes and guests being well travelled the demands are only rising and such amenities are becoming a day to day requirement. With changing technologies the HD televisions allows the guests to control the cooling & heating in the room, get connected to the hotel staff and at time also operate mood lights and curtains that's the kind of game changer that the technology is playing in today's hotel and lodging industry is going through, the unimaginable power of internet has turned the table for good.



Hospitality Services becoming more Personalised – Thanks to Technology

Having guest history was always the top priority for hotel managers, with today's technology and unlimited storage hotels have endless guest data, this includes their personal and important dates, the likes, dislikes, favourite table, favourite dish, kind of preparation he or she loves, fitness freak or just a foodie, food allergy, name of their spouses and children there is no end to it, The entire information works wonders for the hoteliers and enriches guest experience because he get what he like without even mentioning that is height of personalised service once again thanks to the technology.

Just imagine if the guest loves to go to gym whenever he is there at the hotel property, there goes a phone call asking him his wish to use the same and what

The customer expects a lot of things and has become extremely demanding; technology plays a pivotal role to meet the expectations, thanks to the Internet.

Technology has made our life easy and we have completely become handicapped and lazy as everything is just available on the go and our appetite for such luxurious life style is clamorous, and technology confirms that everything is possible and as humans we need not keep managing expectations.

Saving Natural Resources through Technology

It has almost become mandatory and most hotels follow as the policy decision to save on Electricity and Water as both are as valuable as life. **To maintain the commitment to environmental sustainability,** hotels come up with various formats and programs that would help in restoring these valuable resources by reducing energy.

Renowned hotel groups ensure that their hotels are given targets to save on such resources and ensure the targets are met without assigning any reasons.

Few follow the concept of daylight harvesting, this is considered during the planning stage itself, the plans are such that the day light is smartly utilised to the advantage of the hotel so as the energy bills are kept to minimal.

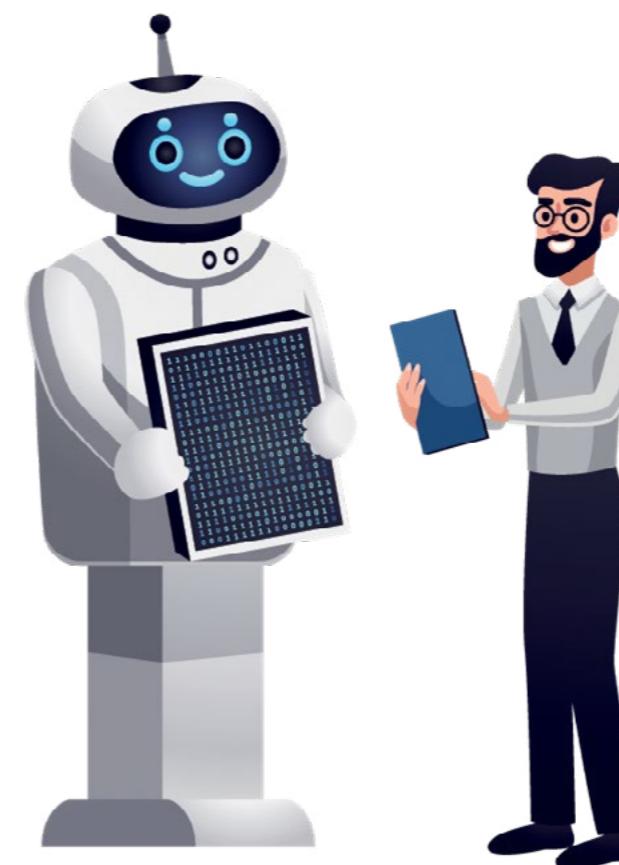
This only happens with the help of motion sensor technology, with this the lighting can be turned off automatically or temperature reduced when a room is not in use or the public area is not utilised.

Scarcity of Trained Man-Power – Say Hello to Robots

There were reports and predictions were soon we will see Robots deliver room service, Guest amenities and turn down services. For instance we take such predictions to be a reality; we will be giving surprises to the guests by sending robots being remotely operated, giving smiles and cleaning your rooms by applying all the operating procedures and work going flawless and on time. The hotel owners will be delighted to take such costs as long term investments as it will surely save on month on month wage bill which is one of the biggest costs and it will improve the bottom line of the hotel owner / operator.

As per the general feedback of the end user he expects a clean and hygienic room and this still remains a very

important factor with every guest, with technology coming in such issues will be resolved by giving the hotelier and guest a win-win. It would be great if the message being sent to the guest on his smart phone that his room is being cleaned and also once it is completed he receives a message saying cleaning completed. Robots delivering in-room items like water bottles, towels, picking up guests laundry, pillows or toiletries, In today's scenario it sound like very big or an novelty but in the coming arena without any doubt robotic system will be a dream come to reality and will be like we use our cell phones like a very common phenomenon, this has already been introduced in a hotel or two a couple of years back and will never be a new affair.



"The Conclusion"

I still personally feel how much ever we get sophisticated with the technology, whilst technology has a great role to play and there is no doubt. However, maintaining the personal touch has always been a proud gesture of Indian hospitality and technology can never take that special space and replace the human touch. I still recommend that hotel operators should still give priority to human touch and personal interaction.

-Mr. Shailesh Fulsunge.

TRAVELOPEDIA

"CANADA" A MULTICULTURAL COUNTRY FROM SEA TO SEA.

Official Name: Dominion of Canada.

Location: North America.

Total Area: 99,84,670 km²

Total Population: 38 Million.

Capital City: Ottawa.

Famous Cities: Vancouver, Quebec City, Calgary, Toronto & Montreal.

Official Language: French & English.

Religion: Roman Catholic.



HISTORY

The Italian-born seafarer **John Cabot**, first reached the shores of what is now **Canada's Newfoundland and Cape Breton Island** in 1497. At that time there were indigenous people of different races living in herds in different places in the vast region, were called '**Aborigines**'!

In the following Seven or so decades, most of the Canada became a British or French territory. **As One part of present-day Canada has a large population of predominantly French-speaking and native French people, and the other half of Britain and English-speaking people.**

In 1756 there were long struggles and battles between the British and the French in the race to establish their own institutions and establish their dominance over others. All of these conflicts eventually led to the formation of the Dominion of Canada, uniting the provinces of present-day Canada! Today Canada is governed by a parliamentary democracy and a constitutional monarchy together.

Canada is the second largest country in terms of area and rich in natural resources, and because of its relatively small population, Canada has adopted a liberal policy to **allow foreigners** to settle in their country and therefore Canada is home to people from many countries and many religions and languages. The whole of Canadian culture, just like American culture, is liberal and accept people of different religions.

ECONOMY

Canada is one of the richest and most highly industrialized countries in the world. After World War II, Canada's predominantly agrarian economy rapidly evolved into an industrial economy. And with the rapid growth of the manufacturing, mining and services sectors, in just a few decades, **Canada has become a Minister of Industries and a country of people living mostly in urban areas.**

The policies of the Government of Canada are largely free market as well as free international trade. The United States is Canada's largest trading partner. Canada has many metals and minerals, including oil, gas reserves and uranium. Canada's production growth rate has averaged three and a half to four per cent or more over the last 15 years and prices have remained relatively stable. *And it is a testament to the health of its economy.*

PEOPLE & CULTURE

Canadian society is diverse, and about 20% of Canada's population is not native to Britain or France, but both English and French are recognized as national language specialists in Canada because such people are in the majority. Canada has enacted a law called the '**Canadian Multiculturalism Act**' to preserve and nurture this cultural diversity, So that... people from different cultures can understand each other's cultures and adopt their elements.

Canadians are generally less talkative. The number of small villages is very small and most of its people live in the city, and that is why most of the urban culture prevails in this country and hence Canadian society is a society that specializes in individual and personal life. **Canadians are enterprising and relatively quiet, but it's hard to call them warm and friendly!**

CUISINE

Canadian cuisine and eating habits vary from province to province. So... it is said that Canada has **a dish made from all the dishes**. The habits and traditions of French and English food seem to be more prevalent in their meals. Even so, Anyone in any city in Canada can have healthy dishes according to their culture or preference. There are some well-known Canadian dishes all over Canada and North America, such as *Poutine, Salmon Jerky, Nova Scotian donair and others!*



ROLE OF INDUSTRIAL TRAINING

ROLE OF INDUSTRIAL TRAINING IN MOULDING FUTURE HOSPITALITY PROFESSIONALS.



MR. RAHUL CHOWDHURY.

Guest Contributor - Hospitality Connoisseur

(Mr. Rahul Chowdhury is the Assistant Professor In-charge of Food & Beverage Service at Department of Hospitality & Tourism Administration at Sister Nivedita University - Techno India Group)

For many, the thought of going out in the field with limited knowledge of how it operates is an unnerving prospect as they may not know what to do or even how to go about the whole process of industrial training (IT).

Training is the process of providing guidance and education to increase the skills and capacity of trainees. Industrial training refers to the accretion of practical skills and firsthand knowledge about the industry concerning a profession whilst still acquiring a relevant degree or diploma. **A young trainee's first industry exposure is likely to be the most prestigious in that person's career.**

IET/IT is an affair where a student/trainee closely works with other hospitality professionals & follows the instruction to get intuition about the operations.

So what's the target or purpose of an Industrial training for students/trainees? It is to provide them the feel of the actual working environment and to procure practical knowledge and skills, which in turn will stimulate, develop and build their confidence.

Industrial training is a supreme part of the curriculum, since it conditions students to work with the industry, and get hands on experience in hotels.

It certainly acts as an exposure to the industry, wherein students are required to be observant, as well as understand the importance of training, punctuality, rules, regulations, grooming and etiquette.

The practical training provides them with an insight into the industry, which they can tally with their theory lessons.

For students or trainees, industrial training is an opportunity for learning and practice skills which are beyond the capacity of the classroom learning!



“

Hospitality industry falls under the crown of Tourism industry as well as the service sector. Being part of the service sector its success lies on the providing best services to the guest. Quality manpower is required to understand and work with many intangible and tangible aspects associated with services.

Communication between Employees and Guests determine the success of any business.

So **what's the goal of IET (Industrial Exposure Training) ?** - The goal of IET is to unmask the students to the actual working environment and to gain practical knowledge and skills. **A positive workplace is one where all the trainees are valued, supported and nurtured irrespective of gender, sexual orientation or color.** Past research has also pointed out that attrition rate of the hospitality industry are highest than any other industry and the huge number of employees either change the employers after short duration of work or leave the industry.

Hotel industry as a whole needs to be extremely conscious & must focus on motivating the students to construct careers with hotel industry.

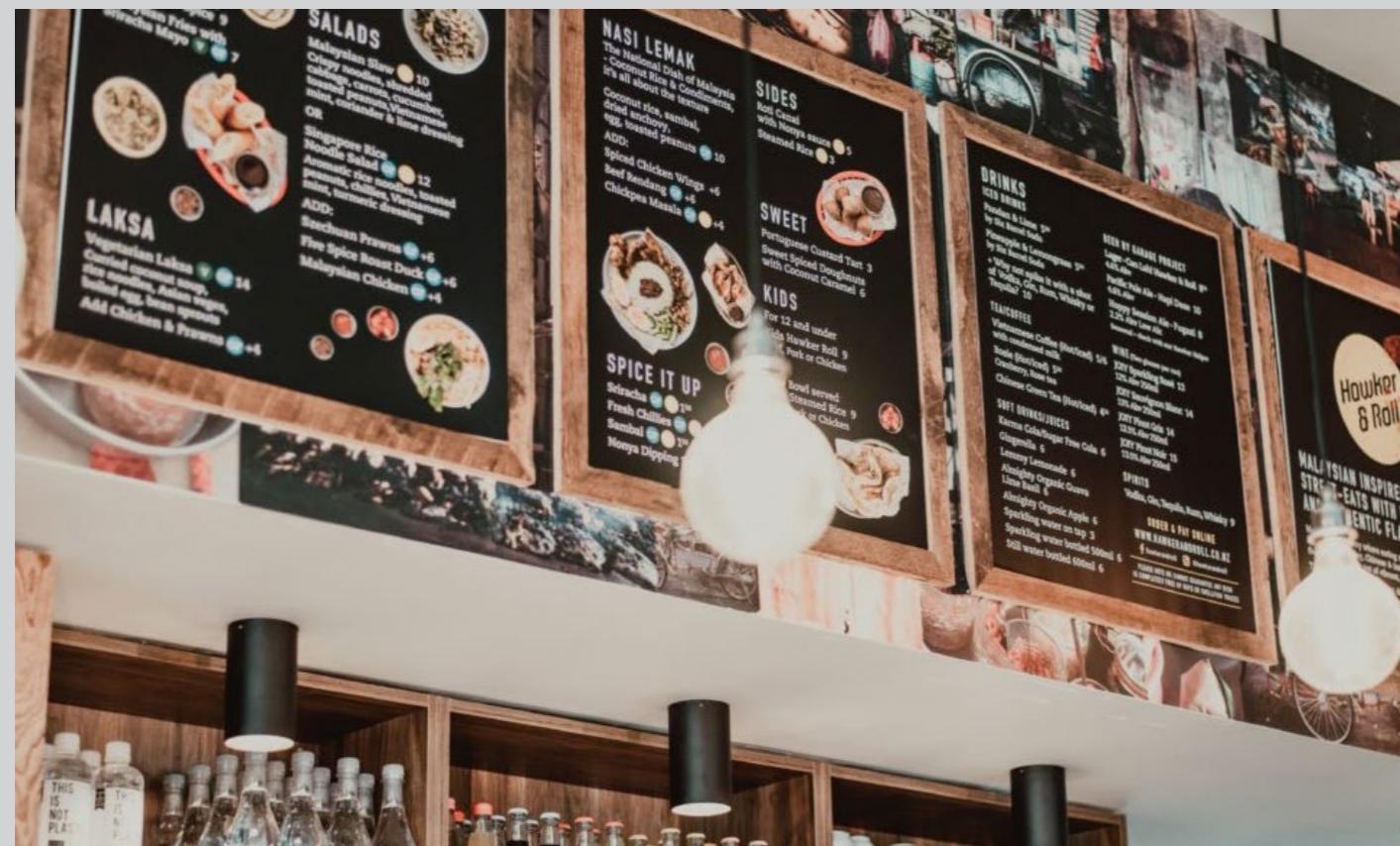
The effort needed to make the IET more effective and positive is rather small compared to dealing with the overall effects of attrition, as highlighted above. Hence it is advised that **the hotel industry takes a much longer term view on the impact of the industrial training (IT), and be prepared to forego some medium-to-short term benefits of IT students like cheap labour, coverage during lean periods etc.**

Well... It also provides a platform to train and select their budding recruit without actually making any long term commitment.

It is therefore concluded that both the Hospitality institutes as well as the companies, training the future professional must review their roles and the content of the IET and make it a more worthwhile and a positive contributor in retaining the future workforce in the industry!

MENU ENGINEERING

HAVE YOU HEARD OF MENU ENGINEERING? IF NOT, THEN THIS ARTICLE IS FOR YOU.



“

Menu Engineering is a Scientific form of Planning the Menu, their style of print, Colors, Shading etc.

Here... Menu Engineering is all about the Menu creating & Menu implementing process.

Menu **Planning & Analysis, Forecasting, Considerable Points in Menu planning, Human Resource Management** and **Branding** are the key factors of Menu Engineering.

The **Menu Engineering** process has the ability to increase the productivity from the Menu part as It helps to evaluate the menu to determine its profitability.

The term '**Menu Planning**' was point by **MICHAEL L. KASANAVA** and **DONALD SMITH** to describe

the Mathematical Model that compares The Volume, Contribution and cost of each Dish on the Menu.

The dishes also get Categorized as a Star, Plough Horse, Puzzle and Dog. So now, Let's just understand them briefly.

- **Star:** Most Profitable & Popular items on the Menu
- **Plough Horse:** Very Popular items but not Profitable
- **Puzzle:** Not very popular Item but It is Profitable
- **Dog:** Unwanted Menu items.

DELICACIES OF SOUTH INDIAN CUISINE

A DELICIOUS DIVE INTO **SOUTH INDIA'S CULINARY WORLD**.



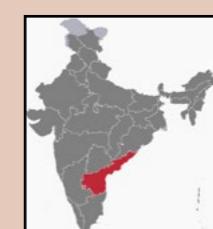
MR. PRAJWAL SONI.

Guest Contributor - Hospitality Connaisseur

Idli, dosa, vada, shambhar are few of the things that comes to our mind when we think of cuisine from southern part of India. But... that is not it, When we refer to cuisine from south of Indian, It comprises food from five states, Andhra Pradesh, Telangana, Karnataka, Tamil Nadu and Kerala. Cuisine from each of these states are different but yet they have some similarities.

South India is well known for its spices as few of the well-known spices are cinnamon, cardamom, cloves, nutmeg and pepper. Apart from this there are

five varieties of coffee from South India too with **GI** (Geographical Indication) tag.



'CUISINE OF ANDHRA PRADESH'

The capital of Andhra Pradesh, Hyderabad is having its own distinctive cuisine known as Hyderabadi Cuisine. It is direct result from the kitchen of the Nizams.

Hyderabadi cuisine is well-known for its biryanis & kebabs yet the Hyderabadi Haleem is awarded with GI tag and it was the first meat product of India to get GI tag too.

Hyderabad is one of the three major cities of India, where Dum Cooking is used.

The famous Kacchi ghost biryani is from Hyderabad, another interesting dum cooked dish from Hyderabad is Dum ki batakh - where the duck is marinated with poppy seed paste, red chilli and brown onion paste, then sprinkled with powdered spices such as mace, cardamom, nutmeg and cloves then it is poured with beaten curd, ghee and ittar then Dum cooked. While the cuisine from the rest of the state is hot and spicy compared to that of other states from this region because of generous use of chilli and tamarind. One of the most difficult dessert is from Andhra Pradesh which is Pootharekulu the dish consist of wafer-thin rice sheets brushed with ghee and sprinkled with powdered sugar. In traditional Telugu weddings the couple is feed this sweet by his bride.



'CUISINE OF KARNATAKA'

Cuisine from Karnataka is mainly vegetarian, each region of the state is having its own speciality- North Karnataka cuisine, South Karnataka cuisine, Kodagu, Udupi, Mangalorean & North Canara cuisine. The cuisine from North Karnataka is mainly vegetarian and the staple is rice and sorghum. There is a community from this region whose cuisine is also very popular, this is Navayath community and forms a separate cuisine. Basically Navayath is a community that is of Arab origin as Mutton, poultry, sea food, egg, rice and coconut are used extensively. The famous bhatkal biryani is gift from this community.

The staple food of South Karnataka is rice & ragi. Bise belle bath is a speciality of this region. Then comes the North Canara region, it is coastal region of Karnataka so use of seafood is more a typical meal from here will have rice and fish curry. Mangalore is a costal region too its cuisine is really diverse many different communities have been settled over here. Curry leaves, Coconut and local Spices form the basic ingredients of any dish over here. A speciality from this region is neer dosa, which is a dosa made without fermentation of rice.

Food from Kodagu region (Coorg) is spicy curries that are made with meat, chicken and pork. Rice is a staple food over here, a core ingredient of food from here is KACHAMPULI, it is a vinegar made up of

gummi-gutta fruit.

Udupi Cuisine emphasizes on use of local fruits, vegetables, grains and beans. Food is vegetarian and use of jaggery, rice and coconut is prominent.



'CUISINE OF TAMIL NADU'

The Tamil Cuisine follows the philosophy of Ayurveda and believes that food should cater to all the six varieties of tastes - namely bitter, sweet, salty, astringent and pungent. Tamil Nadu is also called "the rice bowl of India". Parboiled rice is commonly eaten over here and the most common lentil used over here is Toor dal also called as Arhar dal. Chana dal and Urad dal is also used over here but they are mainly used in tempering and in combination of rice to make Idli and Dosa. Coconut and sea food are also used extensively due to availability of the same on the sea coast.

Tamarind is also used to add tangy flavor and sourness to the food. Breakfast and afternoon snacks are commonly called as Tiffin and include dosa, vada, idli and pongal accompanied by shambhar and coconut chutney. There is really interesting concept about the restaurants, those restaurants that serve only vegetarian food is called as Brahmin restaurant and those who serve non vegetarian food is called as Military restaurant. There is a community in Tamil Nadu whose food is also very popular and this community is Chettinad community and their cuisine is called as Chettinad cuisine. The Chettinad community is from Sivaganga district which is located at southern part of Tamil Nadu. Apart from this Tamil Muslim Cuisine and Tamil Brahmin cuisine is also very popular. Muslim cuisine also has a significant influence in form of payas & khushka which is lamb biryani. Tamil Brahmin cuisine is purely vegetarian and refrain from using onion and garlic in their food. The food here is less spicy and soothing for body system. A typical traditional meal from Tamil Nadu is called as Sapad which is served on banana leaf known as Vahaillai.

The arrangement of food is so typical to a community that by seeing the arrangement of food, one can tell which community it belongs to. Tamil Nadu is also famous for its Filter Coffee which is also known as 'meter capee' as it is poured from a small steel glass into a bowl and vice versa from a distance of almost one meter to make coffee frothy.



'CUISINE OF KERALA'

Kerala is also known as "god's own country". Kerala is home for Malayali Christians, the Nambudiri Brahmins, Kerala Hindu and the Moplahs. Each of them is having different cuisine.

Kerala is a land of coconuts, so coconut oil is a preferred choice over here. Rice is a staple diet, whole wheat is hardly used. Parboiled rice is mostly consumed which is more nutritive and tastier, another kind of rice is red rice or Carmague rice is also commonly eaten. Tamarind is also available in abundance, many kinds pickle and achars of mango known as manga are common to Kerala. Uppu manga is a mango pickle made by salting small mangoes. The abundance of bananas is used to make famous banana chips also known as Kerala chips. The Christian cuisine is known as Syrian Christian cuisine, cuisine of Muslims as Moplah cuisine, Moplah cuisine includes lots of

meat & sea food. One very interesting dish of this cuisine is Muttamala made during Ramadan months and weddings. This is an egg based dessert, yolks are separated whisked and passed through muslin cloth and then this egg yolk mixture is poured into hot sugar syrup in circular motion through a coconut shell that has hole in it.

On the other hand, Cuisine of Nambudiris are strict vegetarian. Onions and Garlic do not find place in their food. Traditionally the temples of Kerala used to serve food to all the devotees, and the Nambudiris used to cook food and thus the famous sadhya meal has evolved. Serving a sadhya has very strict rule as the food is served on a plantain leaf, The narrow tip of the leaf should face left and service should start from the bottom left.



This was just a brief about the Southern India's cuisine yet there is more to discover.

There is always something more that India has to offer!

LEARN FROM LEADERS

EXCLUSIVE INTERVIEW OF MS. TANYA TALREJA

HOSPITALITY CONNAISSEUR



EXCLUSIVE **INTERVIEW**
SERIES | Learn from Leaders.

MS. TANYA TALREJA

Founder & President of GSD Corporation.

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Ms. Tanya Talreja, Multi-Award winning wellness connoisseur & President of an International Consultancy - GSD Corporation Located in the Philippines, covering the global sector in the Spa, Salon, Gym, Wellness facilities at luxury Hotels and Resorts in Hospitality segment!

She obtained extensive experience adapting swiftly to each brands values, proud history, prospering culture and expectations. **Her years of service have ranged from creating innovative award winning spa and wellness concepts all over the world.** As well as directing the operation of Multiple innovative luxury destination spas, salons, barbers, gyms simultaneously with large teams. **Her Work Portfolio includes most luxurious Resorts and Hotels in the world, Namely... Westin Resort & Spa, Kempinski Hotel, Sheraton Resort, and Emerald Casino a \$650 million dollar property, and many more which involves the full operation and revenue generation.**

She is an Elegant and Ethical Professional whose intentions are to advance a company she works for, within the 4.5 Trillion Dollar Global Wellness Economy! Her achievements also include...

- Top 100 CEO's (UK) - Award Winner - August 2019.
- Best Spa Consultancy (Asia) - Award Winner - July 2019.
- World Luxury Spa Award Winner - Switzerland - 2016.

Presently, Ms. Tanya is working on her vision as Founder & President of GSD Corporation. And It's an Indeed opportunity for all of us to learn something new and useful from such a thoughtful personality like her. Let's begin her Interview!

No one is going to do the work for you, and no one will understand how important your unique passion is. use that to drive your success.

Overcome the obstacles to be a part of or create a revenue generating business.

- Tanya

1. ACCORDING TO YOU, WHAT'S THE OUTLOOK OF THE GLOBAL HOSPITALITY SECTOR FOR 2020?

The two questions on everyone's mind is; when would we see a post-pandemic era? and how would it impact us all? COVID-19 has greatly distressed every business sector in the entire world. The Hospitality sector has taken one of the severest misfortunes, which is apparent across the high vacancies in hotels and resorts. Some analysts suggest it would take up to three to four years to recapture 2019's status. Others say, once COVID-19 has finally been contained with an available vaccine, then the economy would slowly recover but the estimate is the duration would be up to two years.

The evolving hospitality industry will thoroughly be monitoring and analyzing its progression and taking the appropriate action. Statistics will play a crucial role in capturing underlying forces that would move businesses forward successfully.

In unprecedented times, we need to take account for additional impacts of COVID-19, such as travel demand fluctuations and its limitations. We must question people's intentions to take trips, knowing the impact of health complications. In short, time will tell until we are through the peak of the pandemic.

2. AS YOU ARE IN A LEADERSHIP POSITION, WHAT ARE THE MAJOR CHALLENGES YOU ARE FACING DUE TO THIS PANDEMIC?

Whilst the wellness hospitality industry is still staying strong amidst the storm, the impact of COVID-19 has pressed a majority of spas, salons, gyms, and projects into a stand-still whilst many have closed due to the severe lack of revenue to stay afloat.

It's been frequently revealed that investors are justly apprehensive in pushing forward with existing and future projects. The rationality is the implications of needing to pour in various supplementary resources and expecting late returns on ROI's associated with the uncertainty in the current situation. It turns into a worrisome long-term commitment.

They have been making decisions of pushing projects back 1-3 years. It is understandable to be concerned with the unknowns, however what is important to illuminate is that the long planning in development side can still move forward. Using experts' predictions of high-level feasibility, conceptualization, design and planning would still give accurate information for near future facilities. So once projects are ready to move from initials to the next phase, we consultants

can continue to work with clients to help assure their success.

3. TELL US SOMETHING ABOUT GSD CORPORATION & THEIR DOMAIN.

GSD is a Multi-Award-Winning International Consultancy, we obtain extensive experience adapting swiftly to each hotel brands values, proud history, prospering culture and expectations. GSD has a focus of feasibility, design, planning through till pre-operations, and management operations with luxury Hotels & Resorts for their facilities. With years of services ranging from creating innovative spa and wellness concepts. As well as directing the operation of Multiple innovative luxury destination spas, salons, barbers, gyms simultaneously with large teams. In Pre-opening or with existing successful facilities. Including struggling businesses and providing quick turnaround results.

We work with luxury Hotel & Resorts internationally to provide services for those considering developing luxury facilities in their hotels & Resorts and standalone spaces. We also work with existing properties that need to be re-launched. Our main focus of services is from sourcing clients, signing contracts, research and concept design development, Facilities concept, project planning, Design, Schematic design, Tendering, Construction, Pre-Opening, Operations consulting, handover. Crisis Management, and most importantly protecting client's investment of facilities. Revolutionizing revenue and profit per facility in all property locations. We are currently in talks with multiple clients globally, though of late more clients based in the United States, who plan to push their presence successfully to the international market.

4. HOW DOES GSD CORPORATION ENABLE COMPANIES LOOKING TO EXPAND INTO OTHER INTERNATIONAL MARKETS?

We hold a strong database of well-known international hotels and resorts heads. Hospitality brands are constantly on the lookout for new suitable companies to partner with, specialty services, and products to immerse into their facilities. Sourcing new clientele to contract for businesses in B2B. Providing Annual ROI, ability to work remotely, visit sites, travel and report Accordingly. We currently work with companies across the globe and with a special focus in the US to expand their businesses into the international market.

5. WHAT IS YOUR INSPIRATION BEHIND WORKING IN THE WELLNESS INDUSTRY?

I began long before the industry became what it is today. When it was just a spa that was put in a hotel or resort, not broken into subcategories of wellness, certainly not the enormous force of luxury wellness 4.5 Trillion-dollar industry it is today. I just followed my instincts 13 years ago and I knew there was something special here, beyond the treatments and services, that the industry would reach new heights, beyond luxury but being essential to every person, for their mind, body and healing.

6. MOST YOUNG PROFESSIONALS THINK, BEING SUCCESSFUL IS EASY AND THEY SIMPLY FORGET TO WORK HARD, SO YOU ARE SOMEONE WHO IS VERY SUCCESSFUL AND YOU HAVE DONE SOME REMARKABLE WORK IN THE INDUSTRY, SO PLEASE LET US KNOW YOUR SUCCESS MANTRA, HOW DID YOU START WORKING AND WHAT HARDSHIPS HAVE YOU GONE THROUGH?

There is no short-cut to being knowledgeable and successful.

Working your way up from the bottom is the only way to truly understand what it is to work in every aspect of an business.

No one is going to do the work for you, and no one will understand how important your unique passion is, use that to drive your success. Overcome the obstacles to be a part of or create a revenue generating business.

I started many years ago as an entry level job to the industry, as I knew I should learn the ropes and one day I could run a similar business. I had not then realized how much further it would take me, to countless countries. To then opening my international consultancy. I have for many years now set up / directed luxury facilities across the world for the most prominent hotels and resorts imaginable. As a mantra being persistent towards your goal regardless of how many challenges, has brought me to where I am today.

7. ACCORDING TO YOU, WHAT ARE THE NEW-AGE SKILLSETS EVERY HOSPITALITY PROFESSIONAL SHOULD LEARN?

- IT / Technological Advancements.
- Operating at Low Occupancy Levels.
- Closures, Reopening and Recovery.
- Considering Local. (Communities, Businesses)
- Safety & Health measures.

8. ACCORDING TO YOU, WHAT KIND OF STRATEGIES, HOTELS OR ANY WELLNESS BRAND SHOULD USE TO ATTRACT GUESTS IN THE POST PANDEMIC WORLD?

With the impact of COVID-19 we begin a new era of hospitality. Putting wellness as a forefront, our health matters. Primarily bearing in mind a health-conscious consumer would be the most important step.

Creating innovative ways to minimize in person contact through multiple avenues. E.G Self-check in, Robotic attaining contactless information and temperature assessment machines. To utilizing a maximum capacity to create social distancing through unutilized spaces. Air purification, health conscious food and beverages. Treatments for removal of bacteria in rooms to even the hypoallergenic beds have been thoroughly cleaned.

Pre booking gym use to have zero contact, and those who wish to avoid going to the gym all together, can do so through paid upgrades for exercise equipment in the guest rooms. Using groups of guest rooms is a trick to save cost; for investors not ready to create a luxury fitness center. In the end to be competitive, guests will choose a hotel that has the highest of sanitary standards that does feature importance on health and wellbeing. Ordinary people, business travelers, staycation people, and simply everyone wants to feel safe and be able to there to enjoy themselves whilst knowing they are in the most hygienic environment possible. Especially with quarantine measures spending up to 14 days in guest rooms, its deemed necessary!



AI IN THE HOTEL INDUSTRY

ADOPTION AND APPLICATION OF ARTIFICIAL INTELLIGENCE IN HOTEL INDUSTRY.



MR. SURAJ JAYWANT YADAV.

Guest Contributor - Hospitality Connoisseur
(Lecturer – D Y Patil college of Hotel Management & Tourism, Kolhapur.)

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In recent decades automation and machine industry integrating new technology and revolution for business development with digital technological aspects. Many innovative methods are adopted by hotel industry for specialized customer service and for the advancement.

The hotel industry, where comfort-defining advancements are most rapidly incorporated, has sophisticated its entire system with the adoption of many innovative methods used for providing satisfying customer service. The hospitality industry enhancing and adapting new modern technology and digital aspects in hotel operations. The computer technology prospects artificial intelligence through various ways. Hotels are increasingly using artificial intelligence for the smooth functioning of department operations.

AI or artificial intelligence refers the intelligence demonstrate by machines and computer applications. Generally, the concept of artificial intelligence says the tasks perform by human being that are carried out by computer or machines.

The modern technology points the AI for establish important business tasks. The various traditional hotel operational tasks take place by artificial intelligence. The paperless check-in, collecting guest information, billings and payment modes by electronic methods improved by computer technology which reflects **artificial intelligence would deploy various personal tasks and customer connection and service.** In recent years artificial intelligence recognized mostly because of computer and machine industry revolution., where the complex tasks done without assistance or where tasks are done comparatively low or non-human presence.

AI is playing crucial role in hospitality industry where a guest or customer service is vital part of hotel industry. The artificial intelligence has possibilities of improving some tasks, save money and eliminate human error but somehow the personalized human service to guest has less chances or appeared or replace by AI. **The personalized service in restaurant or in dinning's or making a food in kitchens are prominent tasks and they are done through human beings because of perfection and human connections.**

"ADOPTION AND APPLICATION OF ARTIFICIAL INTELLIGENCE IN HOTEL INDUSTRY".

1. GUEST DATA ANALYSIS WITH DIGITAL ASSISTANCE.

To manage and retain guest is important task for hotel employees and these tasks are accomplished with the help of artificial intelligence. The various technological aspects are used to classify and offers various facets quickly. The facets include guest requirements and needs, supplies and amenities, room budgets which impact effectively.

2. PERSONALIZED SERVICE AND CUSTOMIZED EXPERIENCE.



Artificial intelligent machines or chatbots are connecting with the guest by identifying there needs through direct messaging and through chatting with guest. Its responds customer questions instantly and effectively with availability of 24 x 7. As well machines or chatbots may do the conversation in customers native language for better connection and understanding.

It offers quick service and saves time. Marriott international operates and provides chatbot service on various platforms such as google assistance, Facebook messenger and we chat for guest convivence and for increasing guest satisfaction.

3. REDUCE OPERATION COSTS WITH REVENUE MANAGEMENT.

As artificial intelligence prompting and managing hotel operations Which reduce the operation cost at the same time it's affecting on hotel employment. AI offers perfection cause reduce wastage in operation as compare to humans. AI technology reduce the cost of operations through various kinds of management systems from reservation, housekeeping, check-in and check- out with simplify process on levels. The

property management system meets the needs of organization with the benefits of low maintenance.

4. FLEXIBILITY IN HOTEL OPERATIONS.

Artificial intelligence already created a better stamp in the world of hotel industry. As AI increasingly popular in hotel industry is becoming a new trend of digitalization. A best example is property management system that is PMS who helps to handled bookings, check-ins, check-outs and so on and they give best benefits to hotel.

5. REPUTATION & BRANDING.

Hotel is a reputation driven industry, what customers or guest think about organization is important. Artificial intelligence has potential to map and scale hotel branding and reputation through social media, feedback forms or through professional accounts. These things allow business to work on negative respond or to craft on appropriate feedback.

6. ROBOTS IN HOTEL INDUSTRY.



The use of artificial intelligence with in the field of robots is exciting application in hotel industry where essential understanding is important. It is the popular trend used ion hotel industry but at the same time we need think that it affecting on hotel employee jobs. Situated in Nagasaki, Japan, Henn-na Hotel became the first hotel in the world to be entirely staffed by robots. Throughout the hotel, robots are deployed to provide information, front desk services, storage services, as well as check in and check out services, with technology including voice and facial recognition.

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