

Message

HEMWATI NANDAN BAHUGUNA GARHWAL UNIVERSITY SRINAGAR GARHWAL, UTTARAKHAND- 246174 U.A.

Prof. S.P. Singh, FNA
Vice Chancellor



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Ref.No. VC/2007/
Dated: 15.03.2008



MESSAGE

I am happy to note that Centre for Mountain Tourism & Hospitality Studies of our University is organizing a National Conference on "Indian Hospitality Industry-Contemporary Issues" in association with Indian Hospitality Congress on 27 & 28 March 2008.

I am sure, the conference will address important hospitality issues and come out with the new ideas and propose recommendations for the Indian Hotel Industry & academia. More importantly, it will give an opportunity to young researchers to express themselves in a meaningful way.

It is indeed a noble initiative. I congratulate Prof. S.C. Bagri, Mr. Ashish Dahiya & entire organizing committee on this initiative and wish success to the organizers.

Sd/-
(Prof. S.P. Singh)

Message



Indian Hospitality Congress

e mail: ihc@india.com

website: www.indianhospitalitycongress.net

Prof. S.C. Bagri

President IHC

Director CMTHS

HNB Garhwal University

Srinagar Garhwal Uttarakhand 246174

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MESSAGE

It is a matter of immense pleasure that Indian Hospitality Congress (IHC) is organizing its conference under the aegies of Centre for Mountain Tourism and Hospitality Studies (CMTHS), HNB Garhwal University Srinagar Garhwal. The congress was formed with specific aims and objectives for quality hospitality education and training in upcoming universities and institutions running hotel management courses at diploma and degree level. As hospitality sector has turned out into burgeoning industry, the rapid and exponential growth of travel and hospitality industry in India and abroad is going to create new opportunities for jobs both in dynamic and static sectors. The industry has no doubt embarked on an era of prosperity and there is a huge market to tap the potential of skilled manpower which is only possible if we have appropriate skills to disseminate quality education and training to the aspirant candidates opting hospitality trade for self-reliance.

The Indian Hospitality Congress aims and objectives undoubtedly are varied and diverse. These can be only fulfilled if we have cooperation from trade personnels and interrelated organizations. It is hoped that Indian Hotel and Restaurant Industry shall cooperate us in designing future career of budding hospitality professionals and extend their help in framing the curriculum prescribed in the syllabi at the degree and diploma level in universities and institutions.

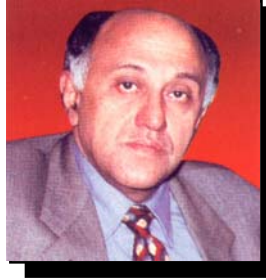
I wish all success to the Organizing Committee of Indian Hospitality Congress.

Sd/-
(Prof. S.C. Bagri)

Message

Dinesh Khanna
President

**Federation of Hotel & Restaurant
Association of India**



MESSAGE

It gives me immense pleasure to see that Centre for Mountain Tourism & Hospitality Studies is organizing the National Conference on "Indian Hospitality Industry - Contemporary Issues" in association with Indian Hospitality Congress. It is an added bonus that AICTE is also supporting the Congress in a big way. What an opportune moment to have this conference...at a time when Hospitality is on a boom and the industry is being reckoned as the highest Foreign Exchange Earner and Employment Generator of the Country.

I am happy that the Conference will be addressing currently pertinent topics like "Comparing Practices in Indian and Global Hospitality", "Relationships between Practices and Organizational Performance in terms of Sales Growth, Room Revenue, Profitability and Goal Achievement", and "Relationships between hotels, Airlines, Surface Transport, Travel Agencies, Tour Operators" among others.

As the Apex Body of the Hospitality Industry, Federation of Hotel & Restaurant Associations of India (FHRAI) strives for the best for the Industry. We had submitted the Pre-Budget Proposal on behalf of the Industry to the Ministry of Finance, wherein we had asked for Grant of Infrastructure Status for the Industry, Raise in the FAR for existing properties, Revival of the ECB, Section 80 1D to be amended to include 4-star, 5-star and 5-star deluxe hotels throughout India, Exemption under Section 115(J) - Minimum Alternative Tax (MAIT), amendment of Section 32 of the IT Act, and Customs Duty structure be rationalized for Hotels and Restaurants in tune with the international practices. It is encouraging to note that you are also taking up issues for the benefit of the Industry in your Conference.

On behalf of The FHRAI and the Hospitality Industry Fraternity, I wish the National Conference on "Indian Hospitality Industry - Contemporary Issues" all the success.

With Best Wishes,

Sd/-

Dinesh Khanna
President FHRAI

Message

DEPARTMENT OF BUSINESS MANAGEMENT

Prof. S.P. Kala
(Ex-CLS & Ex-Director ICSI)
Head of the Dept.
Dean, Faculty of Business Management
Tourism and Hoteliering



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Ref. No. Dean/Management/07



MESSAGE

I am pleased to note that the Centre for Mountain Tourism and Hospitality Studies is organizing AICTE sponsored National Conference on Indian Hospitality Industry-Contemporary Issues, in association with Indian Hospitality Congress supported by Kukreja Institute of Hotel Management at Rishikesh on 27-28 March 2008

The important feature of the hospitality industry is its revenue generation capabilities as the flow of tourists in India is bound to increase day by day. The Uttarakhand state is very relevant as it is required to be brought in the tourist destination map of the world for which we need to strengthen our hospitality industry.

I wish the organizers a very successful national conference.

Sd/-
(Prof. S.P. Kala)

Message

Professor Manjula Chaudhary
Sr. Vice President (IHC)

Indian Hospitality Congress
Professor - Department of Tourism &
Hotel Management
Kurukshetra University Kurukshetra
Haryana



MESSAGE

I extend my best wishes for the success of National Conference on “INDIAN HOSPITALITY INDUSTRY – CONTEMPORARY ISSUES” On 27 – 28 March 2008 at Rishikesh Uttarakhand. The theme is judiciously selected as hospitality industry is coming across new developments and challenges every day. New business models are coming rendering hitherto established practices obsolete. These issues need to be debated at such forums where both industry and academia can interact and suggest innovative solutions and proactive strategies.

Centre for Mountain Tourism & Hospitality Studies HNB Garhwal University, Srinagar is making sincere efforts in this direction. I appreciate the dynamism of Prof S. C. Bagri and the sustained efforts of Ashish Dahiya to provide a forum for the introspection into temporal issues of hospitality industry.

I am confident of the success of conference and hope for continuance of similar efforts.

Sd/-
(Prof. Manjula Chaudhary)

Message

Davinder Kumar
President - ICF

Food & Beverage Director
Le Meridien-New Delhi



MESSAGE

I am happy to note that Centre for Mountain Tourism & Hospitality Studies, H.N.B. Garhwal University - Uttarakhand, is organising a National Conference on Indian Hospitality Industry- Contemporary Issues in association with Indian Hospitality Congress & Kukreja Institute of Hotel Management on 27th & 28th of March 2008 at Rishikesh.

I am confident that as, the theme is proposed this conference will definitely address contemporary issues in Hospitality, assimilate noble ideas and propose recommendations for the Indian Hotel Industry & academia including research inputs from various research scholars & industry viewpoints across the country.

It is indeed a noble initiative. I congratulate Prof. S.C. Bagri, Mr. Ashish Dahiya & entire organizing committee for this noble venture and wish this programme a grand success.

Sd/-
(Davinder Kumar)

Message

INDIAN HOUSEKEEPERS CLUB

(A forum of Hospitality Industry)

G.K Shrivastava
President

February 15, 2008



MESSAGE

My heartiest congratulations on this momentous occasion, we at Indian Housekeepers Club extend our full support to this endeavour. It is indeed a great initiative to come forward for discussion & suggestions via conference on contemporary issues in Indian Hospitality.

I congratulate Prof. S.C Bagri, President Indian Hospitality Congress, Mr. Ashish Dahiya Joint Secretary Indian Hospitality Congress & their entire team for planning so much in such a short time

I wish all the best for this conference. We look forward to even greater association in the future.

Sd/-
(G.K Shrivastava)

Message

IOWA STATE UNIVERSITY

OF SCIENCE AND TECHNOLOGY

Rajesh Singh
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March 12, 2008

MESSAGE

Although recent years have witnessed a significant spurt in tourism in India- both domestic and international- the scope and scale of tourism activities in the country are still far below its potential. To contrast two countries with comparable tourist attractions, for example, the total international tourist arrivals in India in the year 2006 are estimated to be 44.5 lakhs, while in China it is more than ten times at a staggering 4.96 crores (Tourism Highlights, UNWTO, 2007).

There is a general consensus amongst researchers and policymakers that the two main bottlenecks throttling the hospitality industry are inadequate air and surface transportation mainly due to insufficient infrastructure, and a shortage of hotel rooms. Public policies need to stimulate both public and private sectors to combine forces in order to bridge these gaps.

I am glad to note that these issues will be addressed in the Rishikesh conference on the industry's "Contemporary Issues" organized by the Centre for Mountain Tourism and Hospitality Studies. I hope that the conference deliberations will lead to some concrete advice that can inform future tourism policies. Let me take this opportunity to offer my best wishes to the conference organizers, Professor Satish Chandra Bagri, and Mr. Ashish Dahiya, for making such a timely effort.

Sd/-
(Rajesh Singh)



ORGANIZING COMMITTEE

Convener	S.C. Bagri, President IHC & Director, CMTHS HNB Garhwal University
Organizing Secretary	Ashish Dahiya, Joint Secretary, IHC & Reader CMTHS Anil Talukdar, Director, Kukreja Institute of Hotel Management, Dehradun
Jt. Organizing Secretary	Pushkar Negi, Lecturer, CMTHS Vinay Rana, Asst. Prof. KIHMCT, Dehradun
Publication of Souvenir	S.K. Gupta, Reader, CMTHS Rakesh Dhodi, Lecturer, CMTHS V.P.S. Negi, Sr. Faculty, KIHMCT, Dehradun
Hospitality & Accommodation	Sanjay Dhyani, Placement Officer, CMTHS
Stage Arrangement & Decorations	Rashmi Dhodi, Lecturer, CMTHS Avinash Chamoli, Lecturer, CMTHS Manish Paul, Faculty KIHMCT, Dehradun
Technical Session	Sarvesh Uniyal, Tour & Training Organizer, CMTHS Digpal Singh Rainswal, Instructor, CMTHS Urvashi Anand, Faculty, KIHMCT, Dehradun
Financial Affairs	Yashpal Singh Negi, Lecturer, CMTHS Manoj Raturi, Accountant, CMTHS
Public Relation & Media Management	Subodh Hatwal, Communication Supervisor, CMTHS Sanjay Mahar, JRF, CMTHS Jyotica Anand, Faculty KIHMCT, Dehradun
Transportation	Kali Ram, OS, CMTHS Anurag Goyal, UGC JRF, CMTHS Sardar Singh Rana, OA, CMTHS
Registration	Satish Gusain, Marketing & Sales Supervisor, CMTHS Srinivas Ghildiyal, Data Entry Supervisor, CMTHS Vivek Kunwar, Store Manager, CMTHS



THE HNB GARHWAL UNIVERSITY

H.N.B. Garhwal University, Srinagar, Uttarakhand, established in 1973, aims at imparting value-based education and developing scientific temper for the overall development of the region for the economic, social, educational, cultural and spiritual development of people. It has the responsibilities of catering to the needs of education and research in three campus colleges at Srinagar, Pauri and Badshahithaul, along with the affiliated government and private management colleges, engineering colleges, medical colleges and professional institutions spread over the seven districts of the Garhwal region. For enhancing the understanding of information based knowledge and analytical power, the University offers undergraduate and postgraduate courses in humanities, commerce, basic science and applied sciences. But in order to combat the unemployment problems persisting all over the country and assuring opportunities for the self employment for aspiring students, the University has started several independent professional/job oriented degree, diploma and certificate courses concomitant with graduation courses. The University Grants Commission has acknowledge the excellent researches of many departments by granting SAP, DSA, FIST.

Courses of study

The courses run by the University and its affiliated Colleges are conventional and general in nature like those of any other University in the country has. The courses have been restructured to bring them at par with the national competence. There are three- year undergraduate courses viz., B.Sc., B.A., B. Com. and the two-year post - graduate courses viz., M.A., M.Sc., and M.Com. with various specialization BEd. for framing up these courses national criterion along with the regional necessities have been taken into consideration.

In addition to this University has introduced new courses in various thrust areas and professional subjects. These are-

- M.Sc. in Environmental Sciences as an independent department.
- M.Sc. in Forestry as an independent department
- M.Sc. in Horticulture.
- B. Pharm, four -year degree courses.
- One- year Diploma Course in Company Administration.
- One -year Diploma Course in Business Administration.
- Master degree in Business Administration (MBA).
- Master Degree in Business Administration in Tourism (MBA in Tourism).
- Bachelor of Hotel Management & Catering Technology (BHM & CT)
- Diploma in Museology.
- Graduate course in Lib. Science (B.Lib.Sc.)
- M.A. in Mass communication
- B.Tech.in Instrumentation





- Three Year Post Graduate Master's Degree in Computer application (MCA)

Vocational Courses run under the UGC Scheme

Archaeology & Sales Management

Growing Popularity of the University

The university is emerging out with new avenues and gradually getting its place in the fraternity of Universities due to its high- level research in Plant Physiology, Zoology. Archaeology, Tourism, Forestry, Physics and Chemistry and in a few other disciplines in Science and Arts Faculties. On account of this, there has been a continuous enhancement in the number of students in the residential campuses. As compared to a meager total of 900, 400 and 450 students in the three campuses of the University in 1973-74, the year of its inception, the number of students at present has gone up to 4500,2000 and 1500 respectively at Srinagar. Tehri and Pauri Campuses. About 75,000 students both from the residential and the affiliated colleges appeared in various examinations conducted by the University in last session.

The pass- outs of this University have joined ranks in various arenas of public life of the country. They are journalists, geologists, archaeologists, hoteliers, tour operators, forest officers, administrators, engineers, scientists, industrialists, social workers, artists, film producers, political leaders and so on, bringing honour to their University and to the Nation. Tourism being the most significant industry of the region, the University has a special Centre for Tourism studies named as CMTHS. Its effort is aimed to promote tourism in its right perspective. Thirty one year is not a long time, but the achievements of the University have to be taken into consideration, bearing in mind its geographical location and its emphasis on regional development. The University moved a step further and introduced new courses. It includes:-

B.Sc. Horticulture (4 years), B.Sc.Forestry (4years), Bachelor in Hotel Management & catering technology (4years), Certificate courses on herbal/aromatic plants, Vocational courses for self-employment in disciplines like medical (ayurveda allopathy), nursing, physiotherapy, medical lab technology, clinical microbiology, biotechnology, home science, management, computer science commerce, Law , journalism & mass communication.

Centre for Mountain Tourism & Hospitality Studies

The centre came into being as department of Tourism way back in 1996, with post graduate diploma in tourism and pilgrimage studies and renamed as Centre for Mountain Tourism and Hospitality Studies (CMTHS) on September 27th, 2001. (As per directions of executive council of the University met on 25.11.98 and 29.11.99, subsequently by Chancellor of HNB Garhwal University's letter no.12303/G.S./2001). The centre is maintained by University as per University act, 1973, section 44 and is operational arm of University with internal autonomy.

ACADEMIC PROGRAMMES AT CMTHS:-

DOCTORAL PROGRAMME	:	Doctoral Degree Programme in Tourism Leading to the award of Ph. D. degree in Tourism.
DEGREE PROGRAMME	:	Two year full time regular programme (MBA in Tourism), incorporating two semesters of Business Management studies and two semesters of Tourism studies with due stress on tour operation and services





: Four year full time AICTE approved regular programme of BHMCT.

P.G. DIPLOMA PROGRAMME : One- year full time regular Post Graduate Diploma in Tourism and Elementary Hoteliering (PGDTH).

PUBLICATIONS AND PROJECTS

In the direction of its twin object of actively pursuing tourism research generating an awareness about tourism the center has published various books and is working on various projects in the line.

Books Published

- Introduction to Hospitality - A Text Book : S.C Bagri & Ashish Dahiya, 2008
- Human Resource Development Practices in Travel & Tourism Sector : S.C Bagri Et al. 2007
- Ticketing and Tour Operation : S.K. Gupta, 2007
- Sustainable Tourism Development : S.C.Bagri, 2005
- Trends and Issues in Tourism Management : S.C.Bagri, 2004
- Heritage Tourism Management : S.K..Gupta, 2004
- Buddhist Tourism Management : S.C. Bagri, 1992

In Press:

- Operations & Management Practices in Indian Hospitality Industry : S.C Bagri & Ashish Dahiya, 2008

PROJECTS

- UGC Major Research Project on Eco- tourism in Har-Ki - Dun, (S.C. Bagri) completed in 2005
- Completed in ICSSR Major Research Project on Ecotourism in Kedarnath Musk Deer Sanctuary, (S.C. Bagri) 2006
- AICTE Research Project on Tourism in Tehri and Dehradun distt completed in (S.C. Bagri) 2007.
- GB Pant Institute Almora : Project on Ecotourism in Kumaon (S.C. Bagri) 2008-09
- UGC Research Project Sustainable Tourism in Yamuna Valley (R.K. Dhodi) 2007-09

JOURNAL OF TOURISM

Keeping in line with its objectives of radiating knowledge in tourism, the Centre started publication of Journal of Tourism in 1995, which includes input from tourism experts, opinion leaders, explorers and related field scholars. The MoU with University of Mississippi U.S.A has been signed for the promotion & publication of Journal internationally. A unique destination. The next volume is currently in press and planned to be out in few weeks.





SEMINARS & CONFERENCES

Working in accordance with its aims and objectives of providing a practical platform for healthy interaction between the diverse sectors of tourism and the students, the centre holds various national and international seminars and related disciplines from time to time.

Seminars held during the last three years and to be held in this session are as follows:-

- 1- All India Tourism Teachers Association National Seminar on "Sustainable Tourism Planning And Development", March 1-2, 2004 at Ganga Resort, Rishikesh.
- 2- AICTE Sponsored International Conference on Ecotourism Planning and Management in Protected Areas, 28 Feb. to 3 March, 2005 at Mussoorie.
- 3- AICTE Sponsored National Seminar on "Human Resource Practices in Travel and Tourism Sector, March 19-21, 2005 at Rishikesh, Uttarakhand.
- 4- One day Seminar on Ecotourism on 27th Sept 2007 on the occasion of World Tourism Day at Srinagar Garhwal.
- 5- AICTE Sponsored 1st Indian Hospitality Congress National Conference on Operations & Management practices in Indian Hotel Industry. Jan 09 & 10 2008, Dehradun, Uttarakhand.
- 6- AICTE sponsored National Conference on Indian Hospitality Industry-Contemporary Issues March 27-28 2008 at Rishikesh, Uttarakhand

OUTDOORS ACTIVITIES

Special provision have been made for outdoor activities including the following:

- Tour to Garhwal and Kumaon Himalayas (Badrinath, Auli, Almora, Nainital., Jim Corbett National Park, Kausani etc)
- Trek to Madhyamaheshwar, Tungnath (two of the five Kedars) and Deoriyatal (a serene lake on the Top of hill with close Himlayan ranges in background)
- Study tour to Kerala, Goa, Ajanta and Ellora
- River Rafting at Shivpuri, Kaudiyala and Rishikesh
- Nature camp at Chopta and Dodital etc.

TOURIST GUEST HOUSES PROJECT:

A Unique example of Entrepreneurship Development Uttaranchal Tourism Development Board has come up into a unique partnership with the HNB Garhwal University by giving its several Tourist Guest Houses (TGH's) to the budding tourism professionals for professionals operation and management. This joint venture has been an instant hit and its success tells the story of initiative, creativeness and hard work put into practice by the trained graduates. The list of the TGH unit being run by the students of CMTHS are follows:

BADRINATH CIRCUIT

TGH Rishikesh (70beds)
 TGH Muni ki reti (30beds)
 TGH Shivpuri (30beds)
 TGH Devprayag (30beds)
 TGH Kirtinagar (50beds)

OTHER LOCATIONS

TGH Swargashram (25beds)
 TGH Devprayag (30 beds)
 TGH Dunglepanth (30beds)
 TGH Kadubagar (70beds)
 TGH Duagadda (30beds)





TGH Srinagar (30beds)

TGH Nagrasu (30beds)

TGH Gauchar (30beds)

TGH Nandprayag (30beds)

TGH Joshimath (70beds)

TGH Badrinath (30beds)

KEDARNATH CIRCUIT

TGH Agastyamuni (50beds)

TGH Rampur (75beds)

TGH Sonprayag (70beds)

TGH Gaurikund (70beds)

TGH Satpuli (30beds)

TGH Danda Nagraj (30beds)

UPCOMING UNITS

TGH Kedarnath (100beds)

TGJ Rabarat (100beds)

TGH Guptkashi (30beds)

TGH Chamoli (50beds)

TGH Pipalkoti (30beds)

TGH Govindghat (50beds)

TGH Paithani (30beds)

TGH Thailisain (30beds)

TGH Kunjapuri (30beds)

TGH Uttarkashi (30beds)

UPCOMING SPA RESORTS : Badrinath, Gaurikand, Tapovan, Sheraghat, Madkot

TGH operates also organize special interest tours and training like Spa tourism, Ayurveda tourism, Yoga, Meditation and Adventures tourism from time to time.

Affiliated Institutes Offering 3 year B.Sc./BBA and 4 year BHM&CT Hotel Management Programems

- Alpine Institute of Paramedical Science - Dehradun
- Baba Farid Institute of Technology - Dehradun
- Culinary College of Hotel Management & Catering Technology - Dehradun
- Doon Paramedical College - Dehradun
- Graphic Era Institute of Technology - Dehradun
- Himalayan Institute of Technology - Dehradun
- Institute of Hotel Management & Studies - Kotdwara
- Institute of Media Management & Technology- Dehradun
- Kukreja Institute of Hotel Management & Catering Technology - Dehradun
- Ram Institute of Hotel Management-Dehradun
- Dass Institute of Technology, Dehradun
- Babu Ram Degree College, Roorkee
- Sheetal College, Risikesh.





PROFILE OF KUKREJA INSTITUTE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY, DEHRADUN.

Kukreja Institute of Hotel Management and Catering Technology opened in the year 2005, with a mission. A mission to impart quality training and give value for money to the students. Three years down the line, it looks as if we have our priorities right and are heading in the right direction.

Headed by the Director, Mr Anil Talukdar, and assisted by a team of Teacher-professionals, KIHMCCT epitomizes an Institute built with a passion; a passion for providing an environment that gives a student an impression that he is in a hotel. The Lobby for example is a high-ceiling, luxuriously furnished master-piece with a grand crystal chandelier in the centre that any hotel worth its metal would be happy to have.

Institute Infrastructure

The Institute has state of the art infrastructure facilities to impart high quality theoretical and practical training. The institute's Library is well equipped with textbooks, reference books and varieties of skill oriented training aids. Special emphasis is given to build up attributes such as personality development, communication -skills and public speaking. The Educational facilities at KIHMC & CT include Large spacious classrooms with OHP and LCD facilities for lectures Advanced Kitchen labs and Bakery Training Restaurant & Mock Bar Fully airconditioned Front office and Housekeeping lab

The IT Lab



An advanced airconditioner being used in the hospitalit

Students are encouraged to t tions. KIHMCCT Places high out, should be Computer s



ernet access, latest softwares

g assignments and presenta- ies. The Students when pass

Library

A wide array of latest books are present in the library on all subjects with latest journals, National and International magazines on Hospitality and on Tourism Management. The Library has 5000 titles on core and management subjects

Life on campus is varied and interesting for students hailing from different parts of the country. The Institute offers diverse and multifaceted co-curricular and recreational activities. We encourage students to participate in sports, our Institute has soccer, Cricket, Volleyball, Badminton, Table-Tennis and a upcoming Gymnasium. Annual excursions and study tours to Hotels and Resorts are organized to give students a change from the routine as well as to enhance their perspective.

An annual Food Festival is planned where-in students are responsible for preparing and presenting International Cuisine in the authentic style. the typical day starts with a 'briefing' in the morning, followed by classes or practicals.. Saturdays are devoted to 'activity' such as Debates, singing, dance and quiz competition.





INDIAN HOSPITALITY CONGRESS : AN OVERVIEW



Ashish Dahiya
Jt. Secretary-IHC
Reader-CMTHS
HNB Garhwal University

Goals and Objectives

Tourism & Hotel Management education have become prime concern in the world as the number of travellers grows and markets become more sophisticated in most countries. The World Travel & Tourism Council (WTTC) estimates a boost in the total amount of travel & tourism activity in the next decade. If India is to realize its enormous potential in tourism & hospitality sector it must provide world-class products matched with technically qualified workforce. The Government of India has been taking initiatives to promote and develop Hospitality & Tourism both in terms of physical infrastructure & services by paying attention on uplifting physical products as well as manpower. Due to diverse nature of Hospitality, it is not easy to precisely define the skills & competency requirements in hospitality management by government alone. Realizing these vary facts CMTHS conducted a research to study the impacts of Hospitality Industry Associations on quality education in India.

We found that with increasing competition in hospitality/ tourism industry globally and the growing demands of efficient services, the training & education has become a key area of researchers in hospitality. National bodies like FHRAI (Federation of Hotel & Restaurant Association of India) in association with HVS International conducted a research on Status of Hospitality Education in India. Apex bodies like AICTE, (All India Council for Technical Education) / (UGC) University Grants Commission have been funding seminars/ symposiums/ conferences in the field of Hospitality. Within last five years various seminars like "Saga of Hospitality Education - Quality Education" (2003), Practices in Travel & Tourism Sector (2005), Hospitality Education Issues & Challenges (2005) and other such conferences have been conducted from time to time so as to nurture the young talents as per growing demands. Various researchers in India have conducted research on issues pertaining to hospitality education in India. Papers titled "Role of Hospitality Education in providing competent manpower", "Opportunities & Dilemma's facing Graduate Hospitality Education in India.", "Tourism & Hotel Management Education in India", "Hospitality Education in India - a case study were published in recent past." Majority of the above mentioned titles have mentioned in their findings that "Industry Institute Partnership" should be and strengthened, the Hospitality Industry Associations can play a key role in Hospitality education and research Thus the issues have been addressed in a significant way with a further scope of research. From above mentioned one issue comes is that the common interface between Industry & Institutes are the Hospitality Industry Associations. In the recent report published by World Bank (2007) it has been revealed that the demand of skilled courses like Multimedia, Hospitality & Hotel Management, Tourism, Telecommunication & Aviation are emerging at a very high rate in India. However the demand is not being fulfilled in an appropriate manner. The World Bank Survey report (2007) reveals that teaching Pedagogy in Indian University system has not been changed / upgraded since 1970. World Bank has suggested changing the education to meet the growing demands of industry, Professional / Technical education should be emphasized. Industry Institute interface should be strengthened, thus the Country of Youth (India) can do wonders. One of the basic problems lies in the vocational/ professional system is that systems & industry requirements keep changing rapidly. The role of Associations becomes vital





here so as to bridge the gap between industry requirements & academic inputs in order to confirm the delivery of upgraded systems & technology both faculty as well as learners needs to be facilitated.

The above findings prompted us to have an Association of National Stature representing Academia & Trade with a focus on developing youth for Hospitality. However the novel idea of having an association like Indian Hospitality Congress was floated by Ashish Dahiya Reader at CMTHS, HNB Garhwal University and the founder member of Department of Hotel Management Birla Institute of Technology Mesra. CMTHS has always been a strong promoter of Research & Liaisoning of Academia & Trade since its inception in 1976. God willing IHC formally came into existence when Shri Prakash Pant, Hon'ble Minister of Tourism Govt. of Uttarakhand agreed, announced & launched the official website of IHC "www.indianhospitalitycongress.net" on 27th September 2007 " World Tourism Day along with Prof. S.P Singh, Vice Chancellor - HNB Garhwal University, Prof S.C Bagri - Director CMTHS & President IHC, Prof Manjula Chaudhary - Sr. Vice President IHC and Professor Tourism & Hotel Management Kurukshetra University and Mr. Ashish Dahiya & others dignitaries. IHC aims to provide a common platform to Hospitality Educators, Institutes, Professionals and Students so as to strengthen academic - industry interface, promoting & conducting research in hospitality, strengthening Indian Hospitality Literature as well as advancements in hospitality and Developing Human Resources. IHC now is having five Regional Offices in North, West, South, East & Central India and one office with a Head of State (IHC) in almost all states of India.

Activities

Indian Hospitality Meet/ Seminar (annually)

IHC plans to organize a seminar annually. The venue shall be at any one of the member institutes in India. In the initial stage the IHC shall be responsible for limited funding along with promoting the event & extending invitation to the members. However the entry shall be permissible to non-members as well against some nominal fees. The First National Conference of IHC was organized at Graphic Era Institute of Technology, Dehradun on 09th & 10th January 2008. The second conference is scheduled at Rishikesh on 27 & 28 March 2008. The next IHC Conference (2009) has been proposed at MM University, Mullana Ambala, Haryana.

Indian Hospitality Newsletter

IHC also proposes to start publishing a biannual newsletter to be circulated amongst all its members. The Newsletter shall contain news & events from IHC member Institutes, Industry & Individual Members. The Newsletter shall also have separate chapter for students. An editorial team constituting members from five zones shall be responsible for contents. There shall be corresponding Communication Officers from each member Institute.

Promotion of Indian Literature in Hospitality.

IHC shall also promote Indian Literature in Hospitality. Initially National (JOHAR- BIT Mesra, ATNA - Christ College, JOHT- KUK, Journal of Hospitality - IHC, HNBGU)) & Two International Journals (Journal of Tourism- HNBGU, International Journal of Hospitality & Tourism Systems- Anmol Pub) subject to permission of Editors/ Publisher shall be promoted by IHC. In a long run IHC keeps a vision of launching its own JOURNAL in Hospitality. We started working on it and within a year our Research Journal "Indian Journal of Hospitality Management" is expected. Also IHC shall promote books authored by Indian Hospitality Educators and plans





to publish few books in next five years. Initially book titled "Hospitality Industry in India- An introduction" - A Text Book for BHMCT Students as per AICTE Syllabus has been released in our first annual conference.

Inviting Authors to Develop Study Material on Hospitality in Indian Context.

IHC plans to strongly promote young academicians to develop study material in Indian Hospitality Context, which shall be vetted by senior people from Academia/ Industry so as to provide relevant hospitality literature to learners in Indian Context.

Promoting Research in Hospitality.

IHC also plans of promoting research in Hospitality by assisting in research projects, undertaking research for Industry & Government with its members.

Encouraging Hospitality Students

In studies to encourage students to excel in Hospitality IHC plans to award Top Ten students in Under Graduate & Top Five Students in Post Graduate studies and Honouring Doctoral Students in Hospitality within India. Apart from it we intend to provide scholarships to deserving candidates from any part of country in near future.

Industry Institute Partnership

In order to exchange views & meet the growing industry demands IHC proposes to promote Industry Institute Partnership.

Hospitality Youth Club (HYC)

A club constituting of students of Hotel Management Schools, University Teaching Departments, IHM's, Affiliate Colleges. Each club shall be assisted with online support, hospitality as well as tourism literature, magazines and journals by IHC so as to facilitate the students even at far off locations to keep them abreast with hospitality trends. Two Chapters of HYC are already functional at CMTHS & GEIT.

Educator Award

A unique programme to recognise & reward hospitality educators both from Industry as well as Institute on the basis of their contribution, publications, in the field of Hospitality Education/ Training.

IHC seeks cooperation and Financial support

Professional bodies are invited to sponsor scholarships for deserving hospitality students studying across the country in following categories a) Undergraduate Scholarships b) Post Graduate Scholarships c) Doctoral Scholarships so as to promote right talent to pursue hospitality studies. The Scholarships however can be named on the name of person/organisation who sponsors it and shall be awarded in annual conference every year.

- Sponsorship for strengthening documentation & information centre : CMTHS & the University shall be in a position to provide space for documentation & information centre and invite financial support for strengthening & developing the existing documentation centre and to develop a new centre like Nestle Library- in Cornell University.
- Sponsoring in Hospitality Professionals in the Annual Meet.





Academic Support:

- IHC is has come up with a text books in Jan 2008 & in April 2008 next book iss expected . We are keeping a target to have more publications next year.
- As publication is going to be a regular feature the publishers/ distributors of hospitality are also invited so as to make the hospitality literature available.

Research and Consultancy Support:

IHC Shall be recommending the name of our members for Research & Consultancy activities. In fact our Hospitality Youth Club can also support for survey work.

About the Conference

"INDIAN HOSPITALITY INDUSTRY - CONTEMPORARY ISSUES"

27 - 28 March 2008 , Rishikesh Uttarakhand India

Aims & Objectives

The aims & objectives of the conference are:

- To examine the existing practices in Indian hospitality Industry.
- To evaluate the relationships between hotels, Airlines, Surface Transport, Travel Agencies, Tour Operators & other facilitators of services.
- To analyze the relationships between practices and organizational performance in terms of Sales growth, Room Revenue, profitability and goal achievement.
- To examine contribution of operations & management practices in the development of quality services and guest satisfaction in the hospitality industry;
- To identify & compare the practices in Indian & Global Hospitality ;
- To suggest timely measures to enhance guest satisfaction and firm's performance through effective practices both in operations & management.

Technical Sessions

- Technical Session - I " Practices ,trends & contemporary issues in Indian Hospitality Industry - Hotels & Accommodation Providers, Food and Beverages, HRD, Learning & Development, Sales , Marketing and Revenue Management "
- Technical Session - II " Impact of Operating Practices on Hospitality & Tourism "
- Technical Session - III " Contemporary Issues in Indian Hospitality, Tourism & Global scenario"
- Technical session - IV " Hospitality Education : Global & Indian Requirements , Career Issues & future projections"





ABSTRACTS

ONLINE DISTRIBUTION OF DESTINATION TOURISM: THE STUDY OF MID-SEGMENT HOTELS IN INDIA

Kamal Manaktola and Kirti Dutta*

Online distribution is gathering momentum as consumers are increasingly spending more time on the internet. This paper examines the current online marketing efforts by the mid-segment hotels i.e. three stars and four star hotels in India and gives an overview of the practices currently employed by the mid-segment hotels for the distribution of their services. The online marketing of goods and services is still in a nascent stage. As yet not many studies have been conducted in this segment specifically in the Indian context. The gargantuan potential of online marketing motivates the researchers to study with special focus on Delhi as it being the national capital with a rich cultural heritage and hence a strong contender for destination tourism in the Indian sub-continent. The paper specifically focuses on the mid-segment hospitality sector and tries to identify the hotels a customer/consumer might identify in an online search when looking for Delhi as a destination. These findings would be relevant for academicians and practitioners of the hospitality sector as it would give a bird's eye of the segment and rank hotels on the basis of online search rather than quality of service provided or brand value. The paper would further evaluate the website and focus specifically on the quality of information provided to help the practitioners strategize for effective distribution of services online.

Key words: online distribution, website evaluation, mid-segment hotels.

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IMPLEMENTATION OF SOLID WASTE MANAGEMENT IN HOTELS

Abhinav Shandilya & Rajeshwari Chatterjee*

While the winds of change have been sweeping through the Indian hospitality industry on one side, there has been an increase in environmental degradation on the other. But heightened environmental awareness amongst consumers and increasing media coverage are persuading the industry to seriously review the environmental issues and institute sustainable practices as part of their operations.

Waste is an issue of increasing importance in the hospitality industry. Express Hospitality explores how environmental issues are driving the industry towards more sustainable management of solid and liquid waste.

Implementing a solid waste reduction programme in a hotel can create significant cost savings in waste hauling fees while creating a more environment friendly hotel. Solid waste in hotels has many components - paper, food, metals, plastic, aluminium, and glass. Significant aspect of such a programme is dealing with food waste, which can often be a large portion of the organic waste. Over-preparation, table scraps, cooking losses, and packaging failures lead to accumulation of food waste. Fortunately, hotels are increasingly recognizing that composting is a better use of organic materials than trucking them to landfills. Green hotels conserve and preserve environment by saving water, reducing energy use, and reducing solid waste.





At the Orchid, an Ecotel hotel, a recycling programme for each material has been implemented for which there is a recycling market in Mumbai. It doesn't use carbon copies in any area of the hotel, as the chemicals used in them are toxic and kill microorganisms that break up solid waste in landfills. The hotel uses handmade paper and office paper made of 100 per cent post-consumer (re-cycled) content.

A good starting point is to appoint a 'champion' to co-ordinate and facilitate the waste-management programme. The champion should have credibility across the business, demonstrate enthusiasm for the role and have the ability to motivate and organize staff.

Key Words: Solid Waste, Hotel, Ecotel

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GROWTH IN TOURISM IN CONTEXT OF INDIAN HOSPITALITY INDUSTRY

Akshat Tewari, Rajat Agrawal, Sharad Gupta, Ujjwal Verma and Amit Srivastava*

Tourism is the fastest growing industry in India. The development in this industry started taking place in 1956 in a planned manner under second Five Year Plan. In 1951 total tourist arrival as recorded was 17 thousand. This figure increased to 3.90 million and 4.40 million in 2006 and 2007 respectively. Tourism accounts a total of Rs.30.21 billion through foreign exchange till Oct' 2007, and over 41.85 million employment opportunities by the end of 2004 with GDP contribution of 5.9%.

All these years, main attraction of tourists has been rich culture or heritage of India. It has been recorded that 96.6% of foreign tourists visited India for the purpose of tourism whereas only 2.8% for business, 0.2% for conference and 0.4% for education and employment. If we go on statistics of foreign tourist arrivals, we will find that the number of foreign tourists visiting India before year 2003 were nearly constant in figures, that subsequently increased by 23.12% in the year 2003. There after the number of arrivals has been increasing with an astonishing pace.

There have been many substantial thrusts that are leading towards development of Tourism industry, and consequently proving to be a major source of steady income to India. Portal sites have provided the platform to educate whole world not only with our rich culture and heritage, but also the medium through which trips can be structured and soothing.

Through this paper, we have tried to focus on the new developments in the field of management and technology. This has lead to advancement in building up strong relationship among all wings of service sector, to fetch more tourists to India. Lights on some of the factors related to practices followed by tourism industry and their outcomes in terms of economic development will also be thrown to conclude.

Key Words: Tourism, India, Hospitality Industry

*Akshat Tewari, Rajat Agrawal, Sharad Gupta, Ujjwal Verma (are students) and Amit Srivastava is Faculty Jaypee University of Information Technology, Wagnaghat, Solan (H.P.) - 173215





IMPACT OF OPERATING PRACTICES IN INDIAN HOSPITALTY AND TOURISM

Anil Lakhera*

The operating policies being followed in Asian Continent are different from the others, as we are in the developing phase. The operating practices can be many in which we can focus separately but then it will take days and weeks to explain. In nutshell we have taken a few operating practices and its impact on hospitality and tourism.

- a) Individual Hotels and Hotel chains following their own different S.O.P.s (standard operating procedures) and P&P`s (policies and procedures):- Although the basics are same throughout the globe but, the small individual hotels and establishments are not able to follow (by small hotel /establishments I mean three star or less categorized hotels/ establishment. The small hotels are short of trained and qualified professional staff so need to improve specially this segment of hospitality in order to attract budget foreign traveller which has a huge potential to accelerate the growing Indian economy.
- b) Staff practices and their high turnover (staff includes management, supervisory, junior level , contractual etc.):- lots of frustration is there sometimes in the individual staff member or group because of salaries , promotions, new management etc. which decreases the output and the efficiency level of an individual staff.
- c) The impact of latest operating technology & Old manual system (latest technology for example Showman, Micro`s Fidelio, Touche` ,Opera etc. ; and old manual system of order taking):- The impact of latest technology again has put new life in the hospitality industry and has controlled pilferage and hanky Panky done by the staff, and even increased the efficiency with minimal errors
- d) Different types of hotels like making heritage hotel, and impact of their infrastructure in the hospitality and tourism:- Different categories of hotels again have some advantages & disadvantages; for example heritage hotel (Palace converted into hotel) whose infrastructure cannot be changed creates speculations in the smooth functioning because a building constructed specially for hotel will be looked upon from various angles for the staff , guest and operational convenience. Tourism also gets affected due to it.
- e) Impact of locals on hospitality and tourism:- An alien coming to our place if not being treated like a guest or god by locals example taxi drivers, coolies, guides ,different vendors etc. creates a negative impression about the country, its people and ultimately on the economy.
- f) Safety and security of tourist. (Local tourist as well as Foreign tourist):- To increase tourism it should be also looked upon in detail because threat to life luggage etc. will decrease tourist & hence tourism. For example in Jammu & Kashmir when terrorism was there tourist number decreased but now it is again coming back to normalcy. As India is a large country with diversity there is a tremendous scope to explore tourism and discover new tourist destinations.

Key Words: Operating Practices, India, Hotels

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ROOMS DIVISION - AN AURA FOR CHANGE

Anil Talukdar*

Since time immemorial, when the first Inns, Taverns and Chalets appeared, man has found ways to improve technology and enhance efficiency so as to service the guests' needs and desires. It wasn't until quite recently, however, that, first computers, and then the development of specialized software has brought about a kind of revolution in the way we perceive Hotel Operations.

Way back in the 70's, when New Delhi could only boast of the ITDC flagship, the Ashoka Hotel, The Akbar and perhaps a sprinkling of the private sector in the Claridges and the Imperial, Oberoi Hotels stood out in the Capital with its gem, the Oberoi Intercontinental Hotel on Dr. Zakir Hussain Marg. It was a revolution of sorts and a dream come true for the Chairman, Rai Bahadur Mohan Singh Oberoi, who pioneered an Indian Hotels first successful 'franchise' venture with an International hotel company.

Mumbai, on the other hand, had the grandeur of the Taj Mahal Hotel and a few others like the Ritz, around the Churchgate area, but none so great as to even come near competing with the Taj Mahal for sheer elegance, design, richness of architecture and location. Juhu, then, was just an ordinary 'strip' with scarcely recognizable hotels, until the Khanna's built the Holiday-Inn and of course the hotel made famous by the Indian Film Industry, the Sun-n-Sand.

The 70's and 80's was the time the Hotel Industry in India was evolving. Imagine the 500-room Oberoi Sheraton Hotel in Mumbai's up-market Nariman Point which opened in 1975, where as an employee in the Reservations section of Front Office, one would spend hours on the manual typewriter, churning out innumerable 'permanent arrival slips' in 4 copies, find 'whitney carriers' and mount the slips at not only Reception, but at Information, with copies to the Telephone department, Rooms Service and Housekeeping. On a normal working day, that hotel had, quite easily, around one hundred arrivals and almost an equal number of departures. Today, that would seem like so much unnecessary paperwork! But alas, the Whitney system was what we had then and we swore by it. Yes, there were always human errors and often hard to detect until it became too late, but it was the system of the times then.

We are all familiar today about the modern 'Shopping Malls' sprinkled all across the city in our Capital, New Delhi. And perhaps everyone thinks it is a new concept in India; a revolution in consumer experience? However, the concept was always available, albeit on a smaller scale in some hotel 'shopping galleries', but most prominently, at the Oberoi Sheraton, Mumbai. The hotel has 200 shops as part of its hotel's attraction and not only were they located within the hotel building, but the 2 floors were connected by elevators and escalators! The entire shopping centre was centrally air-conditioned and even had a sub-post office. That hotel opened in 1975.

Having said that, one cannot deny the aura of change that has come about in our Hotels in general. While Property Management Systems have replaced the Whitney System, Heath Clubs have given way to 'Spa's', Restaurants have introduced 'fusion cuisine' created by master chefs with immense imagination and skill, Guest Rooms with highly tech-savvy 'wi-fi' and better work areas for the businessman, faster communication networks with interface that prevents misuse, pilferage and direct billing at the Front Office Cashier's station, elevator pantry's, Butler Service, etc.

Key Words: Rooms Division, Hotel, ITDC

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CONTEMPORARY ISSUES & CHALLENGES AHEAD IN INDIAN HOSPITALITY INDUSTRY

Mohd. Ashique*

This paper throws some light on the issues in Hospitality Industry, which is a global issue. Several factors such as recent disasters, cross-border travel restrictions, emerging markets, increasing operating costs, customer expectations, labour & skills shortage, and technology, which are the main issues according to the author and are discussed and recommendations are made for the success. Since the events of September 11, and other terrorism activities, the United States and other countries have become more strict on immigration and the issuing of work visas, thus decreasing the overall foreign workforce. As many hospitality organizations in the United States rely heavily on foreign employees to fill entry-level positions, hospitality organizations must rely more on alternate sources of employment. Another important issue is the use of latest technology. Without some understanding of the online consumer's buying behavior, it is impossible to sustain in the globe. The paper shows that hospitality industry is seeking new information technology solutions to meet the growing demands of the high-tech business world, which interacts with the hospitality industry and counts upon services such as those provided by the leading hotels of the world. This paper also examines the crisis in the hospitality industry with regard to recruitment and retention of employees. Several contributing factors to the recruitment and retention phenomenon are considered, such as increased diversity, the imbalance between skilled and unskilled labour and the nonexistent benefits, such as health insurance, profit sharing and retirement benefits. The guests have also become nowadays more demanding, it wouldn't be wrong to say that most of the guests who pay the tariff of the hotel have a feeling that now they have the right to avail any service and facility even which are not available within the price and hotel, it becomes a hard task to satisfy them and to retain them. Other factors are also well discussed in detail.

Key Words: Contemporary Issues, Hospitality, India

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DESIGNING TOURISM EXPERIENCE

Ashis Dutta*

The paper deals with the classification and parameters of human experience, identifies the components of Tourism Experience, and creates a framework for Designing Tourism Experience using User Experience (UX) and Business Process Engineering (BPE) methodologies.

All these that bring the user - the tourist - at the centre of any design / re-design endeavour.

Synopsis:

User Experience (UX): User Experience (UX) is an emerging field of management discipline that qualifies the experience of a person - the user - when interacting with a specific design artifact, including a tourism product or services.

Business Process Engineering (BPE): In the last 14 years since its emergence, BPE has been at the heart of effective design of processes. A process is a chain of activities connected and interspersed by logical gates or connectors, which help to move a set of reality from a starting point to a desired end-result or outcome. There are several methodologies available to engineer or re-engineer a business

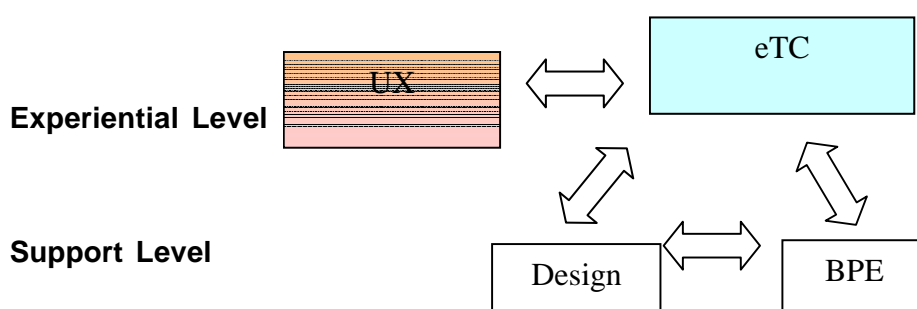


process. The author has chosen, for the sake of maturity and wide acceptance, the extended Event-driven Process Chain (eEPC) as the methodology for developing the framework of Tourism Experience.

Experiential Tourism Components (eTC): The paper identifies the experiential components of Tourism (eTC) that are encountered by the user at the experiential level. The eTCs are further drilled down to the Design Parameters and Process Flow structures that support the eTCs.

Design Framework: The framework is then developed at the experiential level starting from the desired User Experience (UX) leading to Tourism Components (eTCs). The eTCs thus defined and designed, qualitatively and quantitatively, form the basis of creating the supporting infrastructure in terms of design and process flow.

This becomes the high-level framework (diagram below) for Designing Tourism Experience.



Implement-ability: Such a framework of Tourism Experience is implement-able at

- (a) Developing new project, product or services
- (b) Re-designing existing product or services

At another level, the framework is scalable and can be used at:

- (i) Individual property (hotel / resort, stations / terminals) or services (i.e. reservation)
- (ii) A tourist destination
- (iii) Entire district or State

This development framework makes any design / process modeling or re-modeling never lose focus on the desired experience of the user - the tourist.

Key Words: Tourism, Experience, Business Process Engineering

*Ashis Dutta is the Director of CCE Software, Bangalore and USA. His interests encompass software, management, travel, literature and culture.

"JOB ESTEEM ASSESSMENT OF FRONT OFFICE EMPLOYEES OF HOSPITALITY INDUSTRY"

Dr.Vinay Chauhan, Bharti Gupta*

Job-esteem is defined as the level of respect and dignity an individual believes is associated with his/her job. A possible phenomenon hindering the success of the hospitality industry is the negative perception many service employees have of their jobs (Ghiselli, La Lopa, & Bai, 2001). Many front line service employees often feel their work is insulting, demeaning and humiliating as they cater to the



needs and sometimes eccentric wants of customers. Hospitality industry employees are especially vulnerable to these feelings due to the nature of the services provided. Experts believed that this perception could cause poor service delivery, dislike for the guest, negative job attitude and high turnover rates. If employees don't take pride in their jobs or find dignity in what they do, they are more likely to leave the industry. Perhaps a greater concern occurs when employees with negative attitudes towards their jobs don't leave the industry but stay and provide the service.

In this study the job esteem of the front office employees of the A- class hotels of Jammu region has been found through a structured instrument containing components of job esteem which are job specific esteem (i.e. Hospitality esteem, in this study), self esteem, Job satisfaction, job related anomie and work ethic. Since the job esteem, a dynamic phenomenon, is interrelated to employee performance, the study makes suggestion for the improvement of the performance of employees through interventions focused on the improvements related to the components of job esteem.

Key Words: Front Office, Hospitality, Employees

*Dr. Vinay Chauhan is Sr. Lecturer & Bharti Gupta is Research Scholar at CHTM, Jammu University, Jammu.

CONTEMPORARY ISSUES IN HOSPITALITY

Bipin Chandra Pant*

Hospitality is a dynamic and changing industry which is greatly influenced by external factors. The focus will be on current, up to date issues that impact on modern management practices within the industry. We will be able to express qualified opinions on many issues, in addition to evaluating the implications for the hospitality industry. Knowledge and understanding on completion of this topic we will be able to: Identify and critically evaluate contemporary issues within hospitality management. Critically evaluate the significance of socio-political processes upon the hospitality industry. Understand and analyse the multi-disciplinarity of hospitality. Skills: Opportunity to develop their key skills in the following areas: Communication & literacy Problem solving Independent learning and working with other Information & Communication technology (ICT) Specific vocational skills

This topic will allow undertaking in depth research of current issues important to the service industry. Focus will be placed on understanding theoretical principles and their impacts on management behaviour and decision making. Issues may include the evolving technology of the industry on national employment issues, and the social impact of the industry on class and racial issues. A commonly used system rates hotels from one to five stars. A one star rating would indicate a modest hotel with very basic facilities. A five star hotel rating would indicate a luxurious, full-service hotel with excellent services and should be used as a comparative guide line only, not as a guarantee of any specific facilities or services. The hospitality industry will need to address five major issues over the next 3 to 5 years, including brand, emerging markets, human capital, technology and operating models. These factors will be the key drivers in determining winners and losers through 2010 and beyond. In addition to addressing the needs of aging consumers, the hospitality industry will need to address talent management issues, an aging population hamper the ability to find sufficient staff in same organisation. The service revolution, the competitive edge, service strategies and service evolution will be discussed. Customer diversity related to providing to high quality services will be emphasized.

Key Words: Hospitality, Service Industry, Customer

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HOSPITALITY EDUCATION - GLOBAL AND INDIAN REQUIREMENTS - CAREER ISSUES AND FUTURE PROJECTIONS

Vijayanand Durai*

This Paper Contains the details of current position of Hospitality education globally as well as in India Level. The current status of education is given in the paper with few examples, courses conducted by various institutions in India and around the world, those are taken for consideration to finalise the current position of hospitality education.

In chapter, Future requirements and Current requirements, details given with the view of Industry globally and Indian level.. Global requirements given in the article are viable to improve the quality of Hospitality Education. Indian requirements given in the article are viable to compete the nation into global competency in the field of tourism and hospitality.

The motto of Hospitality Education is to train the people for career in Hospitality Industry. The career issues in the industry are analysed with the projections of future and with the current career issues.

Hospitality Education in India is not Under a single body as engineering courses or management courses.. In future courses should be designed with consultation of Hoteliers. In India the courses should have multidimensional aspects. Research courses at hospitality studies have to be introduced and to be motivated the present research degrees. These are discussed in the topic of Indian education.

In the chapter 'Global hospitality education' the following are discussed. Globally private universities are conducting more courses than government universities. Government universities should come forward to conduct more hospitality courses. Uniform curriculum system has to be followed. Globally new courses containing consumer behaviour and applied psychology with hospitality studies may be started.

Uses of hospitality courses may be as followed and discussued in conclusion. Creation of employment opportunity, Improval of standard of service at hotels. Giving new dimension towards relationship between guests and staff. Renewal of regional cuisines, saving them for future generation. This applies for both global and Indian courses, which are viably discussed in conclusion.

Key Words: Hospitality Education, Career issues, Tourism

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CONTEMPORARY ISSUES OF HOSPITALITY INDUSTRY A special focus on "Conservation construction and crime"

Geeta Sharma & Soma Dev*

India is recognized as land of friendly atmosphere and hospitality at globe. People offer all possible help to the travelers. "Guest is god is a typical Indian tradition. Hospitality industry is relatively a very broad term, which requires a great deal of expertise and in depth knowledge of handling the customers, it is not confined to hotels only, but is found in all steps of our lives. Indians are pre assumed to be welcoming, therefore the hospitality industry is booming; however there are several issues which need to be addressed to meet the current demands. Issues like government policies and its effect on hospi-





tality and the dilemma of the three C's (conservation, construction and crime) today has resulted in a slow growth of this industry. In order to serve our guests, the three C's needs to be understood, and the dilemma within these components should be removed, keeping in mind the sustainability and the culture of India. This report shall focus on those aspects which are acting as hindrances in the growth of this industry, wherein, "a smile can get in dollars". In fact these issues are much broader than minor operating issues, for if the confusion between the three C's is not attended, it may lead to deviating effects. There can be a greater space for our warm hospitality, cultural and natural resources, all over the globe, if the residents are taking pains to get rid of the destructive activities like deforestation, and degradation of tourist destination due to the construction of hotels, theme parks, museums, etc. The terrorist activities, gambling, smuggling, prostitution are few of the thorny issues. Problems and perception of crime security have grown dramatically in recent years. Hospitality industry is primarily concerned for the prevention of loss, due to crime. Although there are many ways through which security of the employees, visitors can be organized but the application of those methods are not in use as a part of the whole process. Therefore with the clear understanding of the 3 C's the scenario of obstacles can be removed.

Key words: hospitality, conservation, construction, crime, sustainability.

Geeta Sharma is Ph.D. Scholar, Dr.M.G.R University Chennai & Soma Dev is Lecturer in Amity University, Noida.

HUMAN RESOURCE DEVELOPMENT- AN EMPLOYEE TO UNDERSTAND THE MANAGEMENT AND CULTURE OF PROPERTY

Yashpal Negi*

The hospitality work environment in India demands exceptional performance from employee yet is a signal of approach of great rewards-whether in terms of career opportunities, job enrichment or in providing a supportive working environment. The Holy Grail among all HR head is to hone the general, rather than mould a specialist. The emphasis leans towards improving holistic behavioral trend technical skills, with more exposure given at any early stage. To supplement this, corporate trainers, role planning, case studies, practical drills, situational handling skills etc come into play. Recruiting is critical to shift out potential candidates who would be the right fit for the hotel and the brand preventing a lot of grief encountered during subsequent training and appraisal process, today, manifold options are available to both prospective employees to reach out.

Key Words : Human Resource Development, Culture of Hotel.

*Yaspal Negi is Lecturer in Hotel Management, HNB Garhwal University, Srinagar Garhwal





DEVELOPMENT OF HOSPITALITY INDUSTRY THROUGH LEARNING

Kapilan R*

Hospitality the innate quality is still in human being and when it's conveyed without any expectation, it does not need any learning. Having become the largest industry in the globe the hospitality provides learning sources aiming at the development of the industry and its people. The Introduction of this article provides information on professional learning and development referring the innate quality of hospitality. (This is already dormant in human beings) The basics of learning hospitality start from the home of every individual but the professional learning starts from the Hospitality Education Institutions. Importance of learning process to get into the Industry is taken for discussion.

Learning in institutions is to develop the industry, it is a continuous process. The sub topics of Industrial learning is divided into General, Technical, Organisational Requirements, Practices, Trends and Contemporary issues, are briefly discussed under the topic Learning in Industry. The second part of the paper - Development of Hospitality Industry through learning - deals with the Development of organisation, Profession, Person, Practices, Trends and Contemporary developments.

The final part suggests that when the Hospitality Industry sets policies for its organisation it could make Learning and Development on organized sector i.e. a Combination of Institutions and Industry, thus it would benefit the Hospitality Industry.

Key Words: Hospitality, Learning & Development

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PERSONALITY TRAITS AND ISO AHOLA'S MOTIVATION THEORY: DOES ONE EXPLAIN THE OTHER?

Malay Biswas*

Tourism motivation research has its long history. A good number of earliest works on record has been done by Plog (1974), Dan (1977), Crompton (1979), Iso Ahola (1980, 1982). "Tourist motivation is conceptualized as a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals." Crompton and McKay (1997).

Tourist motivation to travel could be - escaping from perceived mundane environment, earning prestige value in societal context, improving interpersonal relationship, escaping from relationship etc. Tourism motivation studies have been linked with vacation decision making process (Sirakaya & Woodside, 2005), domestic and international travel choice (Snepenger et al 2006) etc.

However, what drives a specific motivation of a tourist has been rarely explored. Present research attempts to bridge between two different branches of sciences i.e. psychology and tourism studies and explores the relationship between individual personality traits of tourists and tourist's motivation.

Comprehensive reviews are available which explore the relationship between personality traits and performance motivation (Judge & Ilies, 2002), personality traits and job satisfaction (Judge, Heller & Mount, 2002), personality traits and entrepreneurship status (Zaho & Seibert, 2006). A few studies have been undertaken in leisure studies, linking personality traits and leisure activities. (Avni, et al., 1987; Diener, et al., 1984; Emmons, et al., 1986; Furnham, 1981; Furnham, 1990; Kircaldy, 1990). The present





research contributes to tourism studies by exploring the relationship between personality traits, as informed by McCrae and Costa (1992, 1996, 2001) and tourist's motivation, as operationalized by Iso Ahola, (1990). Tourist motivation studies provide critical perspectives for marketing professionals (Ateljevic, 1999; Ryan 2002) and the present research will provide a profound insight into the tourist's motivational studies.

Key Words: Personality, Tourist Motivation

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· STUDY OF CAREER CHOICE PERCEPTIONS OF HOTEL MANAGEMENT STUDENTS

Mohinder Chand, Ashish Dahiya, Sonia Sharma *

The characteristics of hotel employment and careers have been widely documented in various studies. Although the development of the hotel industry during last two decades has created new employment opportunities for the hotel management students, however it is often criticised for providing primarily long hours work and low-paying jobs. If today's students are to become the effective practitioners of tomorrow, it is fundamental to understand their perceptions of hotel employment. This paper focuses on a sample of 1500 Indian students studying hotel management at college level in order to analyse their perceptions towards hotel careers. The results showed that, overall, the respondents' perceptions are favourable but the cultural differences has been found significantly unfavourable. The findings also indicated that: willingness to study hotel management; willingness to work in hotel after graduation; and work experience; are important factors in shaping their image of hotel management careers. Finally, findings suggest that hotel management institutions need to adopt academic- industry centric approach to impart hotel management education.

Keywords: Hotel Management Students' Perceptions, Hotel Career Choice, India,

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APPRAISAL PRACTICES FOLLOWED IN HOSPITALITY INDUSTRY

Neelu Wilson & Anita Parashar*

Performance Appraisal or Merit Rating or Performance Evaluation is one of the most important functions of personnel management. It is a method by which the performance of an employee is evaluated in terms of quality, quantity, cost and time. It is a systematic evaluation of the individual with respect to his performance on the job and his potential for development. It is concerned with determining the differences of performance among the employees working in the organization.

The study entitled "Appraisal practices followed in Hospitality Industry" was conducted with the aim to study the appraisal practices followed in five star hotels. The variables investigated and analyzed to support the main aim were the purpose of appraisal, techniques and advantages occurring on account of appraisal. The questionnaire method was adopted for collecting information from the personnel





department of five star hotels. The result of the present study indicates that there can be no single advantage seen on account of appraisal practices adopted by the hotel, but it results in a number of positive outcomes. Regularly help performance evaluations remind employees of their commitment to the property's high standards of performance and productivity. They produce motivated employees who can be counted on to performing at levels that consistently meet or exceed guest's expectations.

Performance Appraisal is the mirror through which employees can see their strength and weaknesses, it determines who shall receive merit increases, counsel employees on their improvement, determines training needs, determines promotability and identifies those who should be transferred. An organization must develop an effective change process and orient the appraisal to its particular needs and culture. It takes time and must effort, but when implemented properly, the performance appraisal system can enable companies to obtain better performance enforcement and increase employee development and accountability. A good performance appraisal process is an integral part of the performance management system and it works seamlessly with the other components i.e. goal setting, regular reviews and linkages to reward system. The benefit to the organisation and the individual will accrue if we take a holistic and balanced approach.

Key Words: Performance Appraisal, Hospitality, Organization, Employee, Personnel Management

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ANALYSING PRACTICES AND TRENDS OF INDIAN HOSPITALITY INDUSTRY

Dr S. K Gupta, Neeraj Aggarwal & S.K Singh*

Revenues of Hotel and Restaurant (H&R) industry in India during the financial year 2006-07 was INR604.32 billion , a growth of 21.27% over the previous year, primarily driven by foreign tourist arrivals, which increased by 14.17%. Currently there are some 1,980 hotels approved and classified by the Ministry of Tourism, Government of India, with a total capacity of about 110,000 hotel rooms.

The hospitality industry is poised to grow at a faster rate and reach INR826.76 billion by 2010. It is estimated that over the next two years 70,000-80,000 rooms will be added across different categories throughout the country.

In the Indian scenario the current trends in the Hotel industry will result in increase in foreign tourist arrivals, MNC's foraying into India, demand supply mismatch getting closer, rise in Occupancy rates and RevPAR and strong recovery of the Indian economy. As a part of the derisking model the companies in the Indian hotel industry are also moving up the value chain to management contracts and co-branding.

The paper provides an review of the sector in general and important aspects of the sector. The paper starts with the global hotel industry to give a perspective of the Indian hotel industry in the global context. The paper covers the impact of ongoing changes in hotel industry structure, growth drivers, issues and challenges, critical success factors and foreign direct investment trends. It also covers an analysis of the industry performance based on critical business parameters like Occupancy rates, Revenue Per Available Room (RevPAR) and Average Room Rates (ARR) and compared with global trends as per the published reports.

Key Words: Hotel & Restaurants, India, Hospitality Industry

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HOSPITALITY EDUCATION IN INDIA : ISSUES AND CHALLENGES

Nripendra Singh Lingwal*

The curriculum of a degree or diploma course in hospitality education in India, can groom a serious student to become an all round entry level management candidate. The strength lies in three aspects of the course content:

- Operational skills are developed through various core subjects with both theoretical and practical aspects.
- Business management and development skills are imparted through the various management subjects in the curriculum.
- Personal attitude development is ensured through various soft skills training.

There are few challenging issues which needs to be discussed if we really want to achieve the above said things

- Issues in Hospitality Education
- Mushrooming of the institutions.
- Criteria of Student's selection.
- Qualified faculties which should not only have knowledge but the quality to impart it.
- Availability of the resources-Includes Proper Classes, Sufficient Practical labs, Library with sufficient books, Conference hall, Computer rooms with sufficient computers, e.t.c.
- Proper framed syllabus with standard books to be prescribed..

This paper attempts to discuss the above mentioned issues.

Key Words: Hospitality Education, India

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GLOBALIZATION & ITS IMPACTS ON INDIAN HOTEL INDUSTRY

Nitu Kapoor*

Globalization is the process by which firms become involved in service markets outside their home country and have a standardizing impact on the products and Institutions originally offered domestically appear on world wide scale. For hotel industry, globalization refers to a multi national strategy, which starts from hotel at one end whose strategy is multi domestic to those hotels at other end who are integrated transnational. An International Hotel Company is a firm that has direct investment and other major forms of contractual agreements in more than one country.

The hotel Industry in India has entered the global arena, supported by budding economy and growth of the, Incredible India Tourism brand .Amongst the exceptional features of the Indian Hotel Industry is overwhelming volume of Domestic market. As a rule hotel receive double the number of domestic clients than International. Global travel has grown from 25million in 1950 to 500 million in 1993 and estimations by 2010 reach 1billion.





In support of hotel Industry, another fastest growing sector of hospitality Industry is Aviation Industry. With the liberalization of Indian Aviation sector, the Industry has witnessed the transformation with the entry of privately owned full serviced airlines at low cost carriers. In May 2006 private carriers accounted for around 75% of share of the domestic aviation market. Growth of tourism Industry in India has incredibly increased due to low air fares offered by low cost airlines. Similarly there are other sectors which equally contribute to the development of Hospitality Industry altogether.

Key Words: Globalization, India, hotel Industry

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PRACTICES, TRENDS AND CONTEMPORARY ISSUES IN INDIAN HOSPITALITY INDUSTRY -HRD-ROLE OF WOMEN

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Introduction of this article deals with importance of the womens' role in developing the human relationship and the role of women in hospitality industry employment currently.

Women play vital role in employment area of the hospitality industry. These may be considered by the Human Relation Developing people in hospitality industry when they plan for the policies of an organisation.

Level competency of women is elaborated in this article, through the topic communication, planning, global awareness, self management and team work. The competing requirement for hospitality industry is discussed.

Motivation needed to develop them and to compete with the contemporary are discussed. The quality that makes a woman competent and the problems faced by the women is also briefed.

Essentiality of leadership and the qualifiers required to become a leader there by to succeed in the industry is detailed. In conclusion the qualities described would be certainly useful for women to compete in global scenario.

Key Words: Contemporary Issues, Indian Hospitality, Women

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PARADIGMS SHIFT IN FOOD INDUSTRY IN GLOBALISED ERA

A.K. Singh, Pankaj Misra, Anjana Misra*

Retail is the final stage of any economic activity. It is the final step in the distribution of merchandise for consumption by end users. It consists all activities evolved in the marketing of goods and services directly to the consumers for their personal, family or household use. Nowadays food retailing in India is the fastest growing segment in the country. Rising disposable income of the middleclass, increase exposure to international lifestyle, growing aspiration of the consumers and the added convenience factors with increased proportion of working women around the globe are the major reasons for that food retailing is booming.





Globalization has been a driving force for the change in life style and food habits of Indian people and thus, provides opportunities for fast foods to emerge as perhaps most preferred food these days. Therefore a majority of revenue generated by restaurants in India too are accounted from fast food segment of the food products. People buy fast food because it's cheap, easy to prepare, and heavily promoted by companies.

Fast food is one of the world's fastest growing food types and it accounts for roughly half of all restaurant revenues in the developed countries and continue to expand their reach in many other industrial. This paper discusses about fast food industry, its trend, reason for its emergence and several other factors that are responsible for its growth.

Key Words: Food Industry, Globalization

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SWITCHOVER OF QUALITY MANPOWER FROM HOTEL INDUSTRY TO ALLIED SECTOR

Praveen Srivastava & Shelly Srivastava*

Human resource - one of the most vulnerable resources is the nucleus of Hotel Industry. Unlike any other sector, in Hotel Industry Human Resource is the part of the service or product and hence its significance arises. Since Human is driven by the mood, the quality of service or product is determined by the stability, maturity and quality of Manpower. Therefore, recruiting and retaining quality manpower is utmost important activity and need to be handled with care.

Market is becoming competitive day by day and there is cut throat competition between the different players in the Hospitality sector. Every sector like Airlines, BPOs, Bank, Railway, Insurance, Fast Food retails etc. wants to attract the quality manpower, who can offer the best intangible part of the service, which results into customer satisfaction. This has created a considerable change in the structure of employee compensation. Now salary is supplemented with perks, incentive tours, bonus, gift vouchers etc. which tempts the quality manpower to switch over to other Hospitality sectors every now and then.

Its high time for the Hotel Industry to visualize the trend in the market. They should now understand that following the rules and structure laid years back will not help them to survive in the market. Other sectors are enticing the Hotel Management graduates and hence most of the freshers are willing to join the allied industry then Hotel Industry. This should raise the alarm and the Hotel industry should consider various options like salary revision, flexi timing, comfortable environment, Career counselling, etc.

The best option the industry gets is at the time when the Hotel Management graduates come to the Industry for their Industrial Training. Making them understand the value of being a part of Hotel Industry over other Industry and providing them an opportunity to learn while working rather than making them work alone can change the scenario.

Key Words: Hotel Industry, Human Resources

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STRATEGIES AND APPROACHES OF HR PRACTICES IN HOTELS

Payal Pandey, Reetu Dandriyal & Kumar Satyam*

Human Resource can be viewed as the sum of knowledge, skills, attitudes, commitment, values and like of the people of an organisation. Human Resource Management is a positive concept in human resource management. The purpose of Human Resource Management is to enhance an employee capacity to successfully handle greater responsibilities through formal or informal means. The role of Human Resource Management in Hotels has been evolving dramatically in recent times. The days of Personnel Department performing clerical duties such as record keeping, paper publishing and file maintenance are over. HR is increasingly receiving attention as a critical strategic partner, assuming stunningly different, far reaching transformed roles and responsibilities. Taking the strategic approach to human resource management involves making the function of managing human assets the most important priority in the organisations and integrating all human resource policies and programmes the framework of a company's strategy. Your success depends on people. You know they are important, but...there are so many demands on your attention. You want to prevent small 'people' problems from becoming big organisational problems. You want to create an effective operation that attracts the people you need. But you are not sure you have the Expertise available to do so. Strategies for Human Resources (SHR) provide the strategic advice and the expertise you need when you need it. We work with you to create useful, innovative, and effective solutions. This paper discusses how effective utilization of human resource can assist Hotels in achieving competitive advantage.

Keywords: Human Resources, Hotels

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A Critique on the Recommendations of the Draft Proposals of the Ministry of Tourism for 11th Five Year Plan: Imperatives for Paradigm Shift in Human Resource Development and Capacity Building Initiatives in Hospitality and Tourism Domains

Deepa Udasi, Aparna Ramanan & Rajiv Mishra*

The Paper examines the professional responsibilities of a teacher in tertiary level. Apart from content expertise, a teacher needs to have the ability to provide a critical analysis of domain related sociopolitical, economic and cultural issues and design appropriate academic Programmes and learning methods. The views so expressed are illustrated using Draft proposal of Tourism Ministry for the 11th Five Year Plan. The reasons for the contemporary status of skewed economic development are stated in order to explain the theme of 11th Five Year Plan. The key recommendations of the Plan document are examined with respect to capacity building and HR initiatives. Its content is critically compared with the Plan document of HRD Ministry to show case the value of Distance Education mode for offering Continuing Education and Extension Education Programmes, the former for upgrading the competence of the skilled workers and, the latter for inculcation of skills to the uninitiated. The advantage of using experiential learning for capacity building is also explained.

Key Words: Human Resources, Tourism Ministry, India

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PENETRATION OF ON-LINE BOOKINGS IN HOTELS

Dr Reena Singh & Ajay Singh*

The growth in the online travel industry is not surprising; given that the country's online population totals 25 million currently, and is projected to cross 100 million marks by 2008.

Online travel sector growth in India was established and driven by Indian Railways, and the second phase of growth was lead by airlines, predominantly Low Cost Carriers (LCCs) like Air Deccan, Spicejet and Kingfisher. This is also a major driver of online travel bookings in other Asian countries. LCCs in India today channel over 60% of their business through their own supplier-direct websites. Online hotel bookings are predicted to grow rapidly in the next 5 years, and on Online Travel Agent (OTA) sites. In fact it's predicted hotel distribution will grow from 45% to 56% via intermediaries by 2010 in Asia Pacific. In India, the figures are even more dramatic, with growth predicted to grow from 35% (2005) distribution via OTAs today to 57% by 2010.

Not only are hotels a relative latecomer online, but OTAs themselves represent the third phase of online development as the market matures. Today OTA sales account for less than 16% of the total online travel market. The scope for growth in online travel sector is immense. While more than 65% of the tickets are sold online in the US, online sales account for less than 10% in Asia Pacific.

Online Travel Agencies offer real time review of hotel availability, traveller reviews, maps and various other information and photo features. Moreover a choice of hotels with their rates, features and availability statistics are available on one click -one page to choose from. This saves the consumers the pains and efforts of going through the websites of each and every hotel of a specific destination exclusively. Also there are a number of hotels which do not have a web site of their own, they are affiliate of OTA's. Online Travel Agencies offer hotels of a very wide range starting from as low as Rs 180 to Rs 15,000 a night.

Many Indian travellers now seek the "three C's": Control, Choice and the Convenience of online bookings.

1. "Choice: Online gives travellers a greater understanding of all options available, in a fashion that can be tailored to suit their requirement.
2. Convenience: A traveller can do all his research and travel booking in single or multiple sessions, at his leisure, at home or in office. He can choose a mode of payment which he is comfortable with, and pay in a secure fashion.
3. Control: One of the most popular tools on online travel agencies is the flexible date option. This gives a consumer the power to select a hotel, and look at how the rates increase or decrease over the next Ninety days, to help him choose a better day to book travel in. He can also look for activity and attractions in his chosen destination, and pre book them on the site itself.

The very popularity of these tools is evident enough that the Indian traveller today wants a greater control of his travel schedule, and not be herded around in conducted tours like before.

Key Words: Online Books, Hotels

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HUMAN RESOURCE DEVELOPMENT TO ADDRESS FUTURE CHALLENGES IN HOSPITALITY INDUSTRY: PROBLEMS AND PROSPECTS

D.S. Negi & Ritesh Kumar Saxena*

Tourism Industry is on the move. More and more people are travelling from one place to another. Amongst other things it is creating demand for different categories of accommodation, which in turn generates demand for trained personnel. These trained personnel are available through hotels in-house programme or through institutes imparting hospitality education as a discipline.

Hospitality education is the latest trend in educational institutes which is in its infancy. Hospitality has not achieved its desired potential. Limited number of govt. institutes, universities and private institutions are in the field but overall support of educational institutions, government and industry is lacking.

Hospitality education is a combination of academic and technical learning process. It helps in providing practical and theoretical knowledge to the learner both having their own importance and makes significant contribution in value added services provided by Hospitality Industry.

There are deficiencies in the system at such levels-induction, education, training, curriculum, trainers, standardization and evaluation. Hospitality Education has to inculcate a pragmatic approach in consonance with International Standards to keep pace with global growth and resultant professionalism. If expectations have to be met, standards are to be maintained and there is no short cut. Planning and executing an educational and training system based on quality standards is important in achieving the goal of professionalism in hospitality.

Keywords: Human Resource, Hospitality, Tourism

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KINEMICS OF INDIAN HOSPITALITY INDUSTRY IN 21ST CENTURY - LEVERAGING TO BEAT THE ODD

H.L. Gupta & Arvind Kumar Jain*

The Hospitality Industry corporate environment of the 21st century will see intense growth, Global competition, deregulation, more demanding customers, higher employee expectations, active share holders and continuing turbulence because of inevitable changes in social, political, legal, technological and natural forces - heightening competitive pressures and imposing uncertainty bordering on chaos.

The problems are all the more acute coming after a period of unprecedented growth in national and world tourism economics. Hospitality Industry corporate brands once held out to be paragons of excellence have been tumbled. Bankrupts are running at historically high levels. Not a single functional sector has escaped the need to increase competitiveness, cut costs and effectively use manpower. While circumstances may differ, the CONSEQUENCES OF INACTION ARE SAME: FAILURE TO ADAPT BRINGS THE REAL THREAT OF EXTINCTION.

This paper studies and proposes the critical success drivers for sustaining the survival and growth of Indian Hospitality Industry as well as Global Hospitality Industry in this dynamic 21st century.

Keywords: Kinemics, Hospitality, India.

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CHANGES IN CONSUMER BEHAVIOUR AFFECT COMPETENCE REQUIREMENTS FOR FOOD PRODUCERS

Dr. S.K Gupta, Neeraj Aggarwal & S Prakash*

Food is not just food - the selection and consumption of food has always been a matter subject to a complex network of cultural and individual factors. But today consumer food choice is more complex than ever before. Consumers have developed more dynamic, complex and differentiated demands. These changes in consumer behaviour, reinforced by changes in the retailing sector, provide both threats and opportunities for the food sector. On the one hand, they offer new opportunities for adding value and differentiating products, which can lead to less price competition, strong consumer preferences, brand equity, better negotiating power facing retailers and higher margins. On the other hand, doing this successfully requires competencies, which many actors in the food sector have only to a limited degree, and in many cases it enquires new forms of cooperation between the actors in the food chain.

This paper analyses the changing competence requirements which members of the food chain face in their pursuit of competitive advantage. Two groups of trends serve as point of departure: more dynamic and heterogeneous consumer demands, which can be analysed in terms of consumer demands for sensory, health, process and convenience qualities, and changing roles for retailers in the food chain. Based on these trends, it is argued that competencies which can increase producers' level of market orientation get increased weight in the attainment of competitive advantage, and three types of competencies are singled out as especially important: consumer understanding, relationship management, and new product development. The development of market-related competencies aimed at exploiting trends in consumer behaviour and retailing will also entail changing forms of cooperation among members of the value chain, which favour both new ways of adding value but also new ways of matching consumer heterogeneity with heterogeneity in agricultural raw materials.

Key Words: Consumer Behaviour, Food Producers

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WORKFORCE ISSUES OF INDIAN HOSPITALITY INDUSTRY

Sanjeev Kumar & Sushil Kumar*

The overarching Indian hospitality industry workforce issues are retention, recruitment, education, and training. Worker satisfaction and a reputation for long hours and low pay are all cited as contributing factors. Creative hospitality professionals have begun to develop innovative strategies for capturing and keeping high quality workers. It is required to develop strategies for rethinking and rehabilitating our industry's image as an exciting and rewarding career choice. It is required sharing best practices for training and retention and make industry sponsored educational programmes more readily available to employees at every organisational level. A large percentage of workers within the Indian hospitality industry are non-English speaking. There is a need to identify and implement solutions to the workplace diversity issues that result from this type of workforce, e.g., facilitating English as the primary language in the workplace, coupled with workplace skills. Employing within the restaurant/food service and the accommodation industries has been seen as low wage, offering little opportunities for career advancement. Industry leaders have suggested that there is a need to promote positive images of the Indian





hospitality industry, particularly throughout the community college system, and to further develop partnerships with community colleges so curriculum development incorporates industry standards. Due to the high employee turnover rate within the Indian hospitality industry, employers need to focus their human resources outreach efforts.

Key Words: workforce issues, Indian Hospitality

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TOURISM DEVELOPMENT -- A CROSS COUNTRY ANALYSIS BETWEEN INDIA AND CHINA

Prasad A., Chomplay P & Srivastava P K.*

Tourism development in India has passed through many phases. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

China is fast on its way to becoming a country with developed tourism, and constantly improving tourism facilities and services. It is estimated that, by 2020, China will be the world's No. 1 tourism destination and the fourth-largest nation of tourists. Modern tourism in China sprang up in the early 1950s. In 1954, the China International Travel Service was established, with 14 branches in Guangzhou, Shanghai, Beijing and other major cities. In 1964, the State Tourism Administration of China was formally established.

The year 2005 has been a highly successful year so far as tourism in India is concerned.

For the third successive year, India witnessed a positive growth in foreign tourist arrivals, reaching a level of 3.92 million against 3.46 million during last year. In year 2005 China has earned 29,296 million US\$ which has attained 13.2% growth rate. China has a very positive growth in foreign tourist arrival reaching to 46.81 million at a rate of 5.97%.

In the area of domestic tourism China has been able to generate 12,120 million tourist with the average per capita expenditure of 436.1 RMB as in the case of India the number of domestic tourists are being limited to only 382.1 million against enormous potential.

We can observe that India's share in world tourism is very less as China has got 4th position in this regard. India has even got fewer shares than even compared to Turkey.

In the area of domestic tourism development China is far ahead than India.

Keywords: Tourism, China, India

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CONTEMPORARY TRENDS IN FOOD AND BEVERAGE MANAGEMENT IN INDIA

Sandeep Malik*

"Atithi Devo Bhava", the phrase explains all the required queries regarding the hospitality industry in India. It shows how old this tradition was, which now has become one of the fastest growing industry of the modern world. The concept of hospitality is as old as our civilization is. In Vedic period, guests were considered as God. Guest of one family was guest of whole of the village. The amount of respect for guests was such that even strangers were welcomed with same warmth as the known were. They were served with best of the food and beverages available. Earlier it was temples that gave free lodging and food to the strangers. During that period, providing food and beverages was the responsibility of the ruler or the village and mutual trust was so much that nobody asked for the pattern of consumption of inventories from the caretaker.

Since that time, we have come a long way. Now whatever may be the nature of the food and beverage establishment i.e. profit-oriented or charitable, someone is responsible. Of course, the magnitude of the functions may change from outlet to outlet, depending upon the requirements. In a luxury hotel, a separate system operates for the purpose whereas in a small Dhaba only one person is responsible for all the activities. These functions are known as food and beverage management. It includes all the activities starting from planning for the outlet to the selling.

No record of earlier food and beverage outlets is available as we have in case of many European countries, reasons may be many. So it is hard to imagine what practice was at that time. Little is available that is about Dharamsalas and religious places providing simple food to the guests at no price or at nominal donation. Alcoholic beverages were prohibited. late 19th and early 20th century saw some growth of commercial food and beverage outlets but the clientele was either Britishers or rich Indians. No sincere effort was made by the rulers to encourage activities such as tourism which would have contributed to the development of food and beverage facilities. Even after independence this sector was neglected by the Government which slowed its growth in India.

It can be said that in India, food and beverage industry is still in its infancy stage. Now we have a large number of different categories of food and beverage outlets which are managed by different types of managements. But all practice food and beverage management. Now the outlets are set-up after proper market feasibility study i.e. calculating whether the venture is profitable or not, likings and disliking of the target market, price etc. Market type is studied i.e. captive or free market. In captive market condition, a guest doesn't have any choice where as in free market situation customer has lots of choices. The whole infrastructure supports the theme of the outlet e.g. décor matches the food etc. Menu analysis is used in selecting the profit and loss centers of the menu. Recipes are standardized to help in standardization of products and for the purpose of controlling. Food and beverage services are being simplified. Earlier, the trend was of very elaborate style of services such as silver service, but now counter and buffet services are more preferred. Even some establishments are putting vending machines for vending food and beverage items. This has helped in minimizing the waiting time and maximizing revenue. The trend of sitting and spending hours at a restaurant is also disappearing very fast. The reason being two; one, guests don't have much time and second is increasing costs of the property. Take away and junk food outlets are hot favourite. Improvement in storage facility has increased use of convenience food which requires less manpower and time to produce the final product. Use of IT and computers has revolutionized the purchasing system, now hotels are making e-purchasing. Items are received, stored and issued with the help of computers in no time. Inventories are maintained at the par stock level which has lower down the costs. Food and beverage control systems are used in effi-





cient controlling of costs and wastage. All this along with manpower training and development has contributed lot to the development of food and beverage management.

The food and beverage management i.e. formulating financial, marketing & catering policies, exercising control and measuring performance do vary from establishment to establishment. For example the outlets such as hospital canteen, staff cafeteria, restaurant, banquet etc. will have different policies. But one thing is common i.e. now the focus is more on standardization of products and processes. The aim of this is to achieve from where we started that is "Atithi Devo Bhava". For this purpose we have to go deep researching in this field. This is possible only through close coordination of the industry with academicians. This will not only help in better management but also in increasing guest satisfaction.

Key Words: Food & Beverage Management, India

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DECISION SUPPORT SYSTEM FOR ECO-TOURISM IN UTTAR PRADSH (NORTH CENTRAL REGION)

Ashish Srivastava & Mohd. Sayaid Khurshed Ahmad*

Eco-tourism is the most growing sector of tourism in all over world. Various countries are considering exclusively on the Eco-tourism. The reason of growth of eco-tourism is the persons liking natural charm with their wild life, environmental and ecology due to restlessness in their daily routine. Thus nature based tourism, i.e. eco-tourism gives them mental peace as well unforgettable experience.

Therefore, this paper considers on the eco-tourism in UTTAR PRADSH Although, UTTAR PRADSH consist a lot of opportunities of eco-tourism but due to lack of policies and some other hurdles/barriers in this regard, the proper promotion of eco-tourism in this state could not be possible. There is a lot to be done to promote and develop the eco-tourism in Uttar Pradesh. Since the weakness in promotion of eco-tourism in Uttar Pradesh is at top management / Policy making level, that is why this paper considers on the Decision Support System for Eco-tourism in UTTAR PRADSH which will help ultimately to the policy makers in taking decision and about development and promotion of eco-tourism in UTTAR PRADSH

First and foremost there is a need of thorough and detailed statistics collections of all the potential destinations which are of eco-tourism importance in the state. This will help to define existing system of tourism and also of eco-tourism. So that the concerned management department may come with some concrete suggestions and proposals for the development of eco-tourism. This paper also suggests the proposed system of eco-tourism in UTTAR PRADSH

Over all, this paper will defines present scenario, various opportunities and proposed system of eco-tourism in UTTAR PRADSH and at end provides suggestions to the top management of concerned department /s in taking decisions for proper development and promotion of Eco-tourism in Uttar Pradesh.

Keywords: Eco Tourism, Uttar Pradesh

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ANALYSING GUEST'S EXPECTATION AND PERCEPTION IN LEADING HOTELS OF KHAJURAHO: SERVICE QUALITY PERSPECTIVE

Saurabh Kumar Dixit*

The hospitality industry's main concern around the globe is to cater for its customer needs and their desires, which are mostly addressed through personal services. Therefore, the service providers in the hospitality sector are looking at measuring the effectiveness of their service and creating a guide for their development strategies, they have all turned to a measurement called service quality. In recent years, the hotels in India have encountered difficult times due to the increasing customer demands, and due to the strong internal industry competition development. This has prompted the importance of service quality to be an area of increasing concern. Therefore, the hotels that are able to provide quality services to its ever demanding customers in a warm and efficient manner, will be more likely to obtain a long term competitive advantage over their rivals. However, since the hotels are offering intangible and perishable personal service encounters, managing these services in terms of offering quality experience to their guests, it must be of a paramount concern of any hotel business, and the way which personalized services are provided.

The present paper will highlight the behaviour of the hotel guests from hospitality products and services in the study area. The study will be helpful in identification of GAP's in service delivery process and measures adopted to bridge those GAP's.

Keywords: Service quality, expectation, satisfaction, hospitality industry, loyalty and GAP analysis.

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EMPOWERING TOURISM SERVICES THROUGH I.T.

Saurabh Dixit*

Tourism, being multi-dimensional and multi-faceted activity, is interpreted in different ways by social scientists with varied backgrounds. Tourism is about people being away from their own homes, on short term, temporary visits, for particular purposes. "Tourism is the sum of phenomenon and relationships arising from the travel and stay of non-residents in so far as it does not lead to permanent residence and is not connected to any earning activity" (Hunziker & Krapf, 1942)⁷. Hotel industry is a part of hospitality services alongwith other sectors like travel, tourism, etc. It is also related to banking, foreign exchange and other services. In India, there is lot of potential of hospitality and tourism services.

In the global economy today, tourism has been accorded the status of the second largest growing business area after Information Technology (I.T.). This lucrative money - spinning mechanism called "Tourism", eyed and patronized by every government in the world today had originated quite humbly from the most innate of all human behaviour- the desire to unravel the unknown and venture to uncharted territory. It was devoid of any of the commercial element usually attached with modern tourism concept. This transformation from the travel of yester years to 'tourism' as we know as a full-fledged industry today has been quite phenomenal.





Information Technology is a vital component of Tourism, Travel and Hospitality industry. I.T. applications are visible in the form of marketing, advertising, customer relationship management, supply chain management, just in time process, e-tailing, real time information processing, smart building smart hotels, simplify the business (developed by IATA) and several other areas. Marketing is a tool to promote and establish a product. It is more difficult, if the product is intangible in nature. Therefore, technology is used to facilitate convenience and overcome geographical and time constraints. Information Technology has opened new opportunities for tourism services by providing worldwide market as a single entity. It has made the marketing more convenient.

A specific method to do a task is technology. It is also referred to the practical use application of modern tools and procedures. When Information is processed by cutting age tools to convert it into valuable output is information technology. There are 03 Cs in information technology i.e. computer, communication and consumer electronics. Service providers are interested in the automation, speedy process, reduced costs, and better delivery of services. IT is driving service innovation. Marketing is defined in the form of 4 Ps i.e. price, place, promotion and product. Service is an act or performance offered by one party to another. There are more P's inducted in services marketing. Hence, service marketing could be marketing of services like insurance, travel, tourism and hospitality. The share of transportation, utilities and communication to US GDP was 8% in 2001. Five types of technologies have implications for service industry i.e. information technology (IT), power and energy, material, physical design, methods of working. In recent years information technology is identified by computer, telecommunication, wireless communication, Internet and World Wide Web. Internet retailing (e-tailing) involves new ways of presenting the business in the form of taking order for room booking, reservations etc. But, it is still dependent on physical delivery modes (brick and mortar). There is a group of a number of information-based services known as e-services². It provides a unique opportunity for commercial organizations to offer new business model.³ The ability of company to provide services through technology driven setup is often dependent on access of customers to electronic gadgets like T.V., PC, Mobile etc. It is predicted that the growth of telecommunication and bandwidth will provide a powerful stimulus for use of Internet. ⁴ Many service require participation of customer like ATM (Automatic teller machine) in creating the service product.

Information processing could differentiate Services. It is the most intangible form of service output. It may be converted into more tangible and enduring form. Among the services that are highly dependent on collection and processing of information is professional and financial service like market research, management consulting, medical diagnosis, law, accounting etc. In tourism and travel it is useful in the form of tourism legislation, satellite accounting, market research through CRS/ GDS, medi-tourism.

The present paper is based on management of tourism, travel and hospitality service through information technology. Various issues like Customer Relationship management, Self Service, Reengineering, Customer Perception in Real Time, Customer Information Systems⁵, Total Quality Management, Sixths Sigma, Zero Defect Quality control are discussed in this paper.

Key Words: Tourism, Information Technology

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SIGNIFICANCE OF VENTURE CAPITAL IN TOURISM AND HOSPITALITY SECTOR: A LESSON FOR INDIA FROM MENASA REGION

Subash K B, Klaus Weiermair, Vinu George*

Around the world, tourist's flow is increasing year after year. The flow of international tourists increased from a mere 25 million in 1950 to 898 million by 2007 (with a CAGR of 4.7 % during 1980-2007). The international tourism receipts was only 2.1 US \$ billion in 1950, but increased to over 738 US \$ billion by 2006 (with a CAGR of 8.3 % during 1980-2006). The written history of the world reveals that Arab traders (basically from Middle Eastern region) were the pioneers of retail and distribution industry and it was the result of the adventurous nature of those traders to explore the potentiality of goods and services from the Asia Pacific and African region, which they succeeded by identifying the market for these products in the European market. This is in a way can be considered as the ancient form of business travel. From 1818 onwards, European colonial powers took over the Arab supremacy, and till 1940's most of the countries in Middle East, North Africa, and South Asian (MENASA) region was under colonial rule. From 1940's onwards there seems to be a complete reversal of the scenario from Western and European dominance towards MENASA region. This is because of the growth and development of tourism and travel industry, coupled with parallel growth in hotel and hospitality industry. The major source of funding was found to be venture capital, which has the inherent characteristics of generating / creating / adding wealth in a manifold way. Though there was a decline in the global venture capital activity after 9/11; the picture from MENASA region shows a positive growth completely deviating from the global pattern. Utilising on the significance of venture capital financing, a socially responsible growth can be seen in tourism and hospitality industry in MENASA region in the near future. India can learn a good lesson from this changing scenario and take the lead; then in the near future the world can witness a harmonious growth and development in the entire MENASA region; which will act like ripples in water and the result will be global prosperity.

Key words: Travel and Tourism, Hospitality, Venture Capital, MENASA region, India

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QUALITY IN THE HOSPITALITY INDUSTRY-A COMPARATIVE STUDY OF PERCEPTIONS OF SERVICE PROVIDERS AND SERVICE SEEKERS

Suvidha Khanna & Poonam Sharma*

In an increasing competitive market, the issue of quality has gained great significance, particularly in the service industry owing to special characteristics like intangibility, perishability, variability and inseparability, especially in the new emerging trends like Tourism and Hospitality, Information Technology, Banking and Financial Services, Education, etc. of this tourism consumption has undergone a significant transformation. Further, in the hospitality industry the involvement of human factor in the qualitative delivery of product and services has resulted in more attention towards the issue of efficiency, satisfaction and improvement in the quality. But the delivery of quality service does not only depend upon the providers, but it too depends upon the perception of the customers. Thus, in view of this, the present research focuses on the determinants of service quality from the customers' and service providers'





viewpoints; and thus assesses the gaps in the perception of the customers and service providers on the basis of these service quality parameters and thus finally the study establishes the strategies which may be pursued to accommodate the gap.

Key Words: Service, Quality, Hospitality, Service providers, Service seekers

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INDIAN HOSPITALITY INDUSTRY -CONTEMPORARY ISSUES

Swati Sharma & Nandita Ashok *

'Long hours, low pay & small rewards.' This is how many of us still see the hospitality and catering industry. Hospitality where we have the obligation to greet & treat strangers with dignity, to provide them food & drink, to take true care of their safety & security and to make them feel as if they are at home. The aim should be to provide them a satisfying experience and to fulfil consumers demand most effectively. It can rightly be said that Hospitality and Tourism Industry will be the next big waves that will hit India in a very dramatic manner because there are going to be so many spin-off industries that will arise out of these verticals .

This paper attempts to throw light on the contemporary issues & challenges for this industry as the most important is lack of qualified, skilled & professional staff; secondly, lack of capital investment & investors because of long Gestation period; Thirdly, fluctuations in demographic profile & impact of the same on their travel trends; fourthly, as more expenditure is involved leading to less profits & increased rates; fifthly, travel restrictions and last but not the least is globally emerging markets.

As the world becomes increasingly "smaller" and aware of its vast diversity, this "spirit of hospitality" seems especially important. The hospitality industry is very diverse and global. India's booming hospitality industry has everything to offer to the ever growing demands of the consumers right from a wide range of the choicest of rooms, food and beverage, health and business facilities etc. Recently, India has made remarkable presence in the area of hospitality. The consumers have a wide range of accommodation options along with the contemporary facilities at par with world standards and comfort to choose from. The Indian Hospitality Industry has immense potential to satisfy both the business as well as the leisure travellers. New global entrants are joining hands with existing local players to provide world-class services at prices suited to every pocket. According to the Ministry of Tourism nearly 4.4 million tourists visited India last year and it is expected to increase up to 10 million in 2010 or even more with Common Wealth's Games slated up for the same year. In India economic liberalisation has given a new shape to the hospitality industry. The Indian hospitality industry is growing at a rate of 15 percent annually. The current gap between supply 61,000 rooms and demand 90,000 rooms is expected to widen further as the economy opens and grows. The government forecasts an additional requirement of 2, 00,000 rooms by the end of the century. During the past decade the hospitality industry has flourished immensely but there were & are hurdles which, this industry has to overcome.

Keywords: - Hospitality Industry, Tourism Industry, Gestation Period, Capital Investment, Globalisation, Liberalisation.

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THE MODERN HOUSEKEEPER - A LOOK AT THE CONTEMPORARY ISSUES

Syed Zulfiqar Ali*

These days the Housekeeping in India and the world over has changed the reason to operate. In olden days, Housekeeping used to be only about making a bed, Making a Bathroom and maintaining the general cleanliness of a hotel, an office or a home. People used to come to work in hotels, do their daily jobs and go home as happy as ever.

The meaning and the essence of housekeeping in the modern days has taken a completely new face, a mind, and a heart. These days Housekeeping is all about making a bed and working on further improving its look, constantly trying to find out new ways to make the whole room look chic. It has come out of the bathrooms and the good old and traditional Room boy's trolley. Now a Room Boy focuses on how he can make his trolley look great and organized.

The positive impact has entered their homes too! The homes especially of Housekeepers have started becoming exemplary. With all the new things of the world, just like the new world wines, Housekeeping has its own set of issues and concerns. The problems which arise out of the modern day practices and ways of work are very contemporary.

The first contemporary issue which Housekeeping is facing and still trying to find out a solution for is 'Beyond cleaning what??' As it was mentioned above, that the essence has changed and it is not only about cleaning, People in the housekeeping sector are wondering what to do. Beyond cleaning, as a common sense, simply means making your thought process go beyond the paradigm of cleaning only. The most important is managing the public area washroom. Almost everybody who visits a Five Star hotel be it for a meal in the restaurant, the shopping arcade, or just the lobby to meet up somebody staying there, ends up using the facilities of the washroom in the public area sooner or later. Managing them has become so difficult these days that Hotels are increasingly outsourcing the management of their public area washrooms.

The second contemporary issue is the Training. Any procedure, practice, duty sheet, routine is only as effective as the training imparted to the person who is responsible for the works. Generally public area needs personnel who are more confident, who can speak and communicate well. And that is exactly where the challenge lies these days. Earlier, Hotels used to settle for people who could only manage to speak because the expectations were not so high, in fact, guests were only interested in using a 'five star hotel' and get fascinated. Modern guest who is creative, well travelled, and cultured expects personnel to understand and if they notice the dirty shoes, guide them to the machine, or guide them for washing and drying hands.

Hotels these days work around their strong core values which are directly related to the guest satisfaction. In this perusal, they must hire well spoken and smart housekeeping personnel. As a chain support, the institutes which offer Hotel Management and Housekeeping as the core competence area must focus on having their own core values which will only help the modern day Hotel Business.

Key Words: Housekeeping, Contemporary Issues, Housekeeper

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HOSPITALITY EDUCATION - AN APPRAISAL OF CURRENT SCENARIO

Vinay Rana*

The Indian Hospitality Industry is witnessing unprecedented growth and is expected to grow exponentially with economic boom and expansion drive of various hotels. The survey suggested huge gap in demand & supply of human resource available and required for hospitality industry. The Status of hospitality education needs to be analysed as it determines the quantitative and qualitative aspects of human resource to be made available for its end user - hospitality industry.

The current status of hospitality scenario reveals that there are considerable number of Hotel Management training Institutes both in public & private sector. But despite the large number of students being trained, only a fraction of it is available for hotel industry. Many hotel managers, however, believe that while the quantity of students coming out of hotel schools may be adequate, there is a great shortage of high quality students who could be considered for employment by the best hotels and hotel chains. Considering the high turnover in the hotel industry, the high growth in new hotels and restaurants, opportunities for going abroad, and jobs in other service sectors, hotels are facing a shortage of promising entry-level staff and managers.

The problem area in hospitality education range from faulty curriculum to lack of availability of good trainer, to the lack of right selection and identification of course for students as per his\her ability.

Hospitality education needs to redefine its approach by upgrading the course and syllabi in accordance with current industry trends. The whole outlook of interaction between industry & academia needs to be changed & brought closer. The usage of technology should be understood in education. The continuous upgrading of trainers skills should be reviewed. The due importance should be given to Craft & Trade courses as in coming years the hotel industry is going to need skilled personnels in these junior work position. The research in education is need of the hour considering rapidly changing industry, institutes should focus on launching research programmes or try to advance the already existing ones in order to cope with the industry needs.

For the hospitality education to be purposeful, each one attached with education, whether faculty, students or investors, are stakeholders in different forms should therefore, have a well-defined focus and a standardized curriculum which is the need of the hour to ensure a unified approach in education.

Key Words:- Expansion, Curriculum review, Up gradation, Technology, Unified approach.

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LOCAL TOURISM DEVELOPMENT AND THE ROLE OF THE INTERNET

Mihai Voda, Calin Avram & Cristina Berariu*

The development of the Internet during such a short period of time has brought about other utilities, which were just hinted at the beginning. A recent way of using the Internet is the on-line buying selling activity. That is how the on line shops appeared, offering all the services and products a buyer expects to find in a real shop. The local tourism firms from Romania started to discover the importance of Internet for the development of their business and they began to invest seriously in the development of sites in order to present the tourist offer and for online reservations of their products. Promoting a tourist area from Romania by using the Internet has been officially recognized by the tourist media. It is believed that the Internet will be the future key in the tourist area management. Romania is today improving





its ways of practicing tourism and the tourist infrastructure and is about to take a new strategy regarding tourist activities by considering the experience of more modern countries. Romania has unique, specific possibilities to develop tourism. Romania has its own scientific and practical potential which will enable the founding of its own, entirely original strategy to be applied through completely specific methods. Such an orientation cannot be explained only through the historic experience or the originality of the geographic or climatic conditions, the traditions, the customs, the art or culture etc. The tourist activities in Romania are based on a range of criteria: meeting the requirements of the present technical and scientific revolution, developing the positive experience of all times, taking and implementing only those experiences of other countries that match the specific of Romanian tourism.

Keywords: Technology, Higher Education, Web, Leisure, Tourism, Hospitality

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QUALITY ASSURANCE IN HOSPITALITY EDUCATION: NEED TO RE-DESIGN THE CURRICULUM

Sandeep Lohani & Prof Anand K. Singh*

Globalization has brought innovation in technology, thus, resulting into a tough competition in the market environment especially in the tourism & hospitality industry. This challenge needs to be addressed accordingly so as to sustain in the cutthroat era by balancing the supply of trained professionals. India has a high employment potential amounting to 213,000 jobs per annum in tourism and hospitality sector. But unfortunately, government institutions have capacity to train an intake of only 12,000 youths. Although plenty of private institutions are mushrooming but they are also lacking in quality standards. The important areas, that need immediate attention in today's scenario are;

- Improvement in curriculum
- Service conditions.

The curriculum must be adaptable to handle global and challenging assignments. The academicians and industry professionals must be involved in redesigning the curriculum to bridge the gap. Today, the hospitality industry is facing the problem of lack of motivation, cohesive policy and remuneration at the entry level. In the present scenario, there is a huge quantitative and qualitative gap between the supply of trained manpower and the industry requirements. The industry demands a qualified manpower whereas the institutions are supplying manpower only, manpower which requires further training to be fit in the fast growing industry. Also, the industry does not transfer its manpower requirements well in advance to institutions to enable use of educational inputs.

This paper reveals the need for reviewing and re-designing of the present curriculum, of hotel management. Both primary and secondary data has been used under the Present study.

Key Words: Quality Assurance, Hospitality Education, Curriculum

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" CONTEMPORARY ISSUES IN INDIAN HOSPITALITY, TOURISM & GLOBAL SCENARIO"

Amit Gangotia *

The global hospitality industry should expect increased capital flow from US-based investors to several international markets, mostly Latin America, Caribbean, Asia and Europe," said Fishbin. "And the US can also expect increased investment in its own hospitality industry from investors in the Middle East." The Winter Olympics (Italy), FIFA Soccer World Cup in Germany and Commonwealth Games in Australia are likely to contribute to improved performance of hospitality companies in those countries. Similarly, the run up to the 2008 Summer Olympics in China is expected to further accelerate development activity there. The Asian region will be carried by strong growth in China, where tourist demand is expected to double the global growth rate. Major hotel companies are trying to expand into the Chinese markets in nearly every industry segment. Also, Japan has seen a leap in the development of luxury hotels.

India's hospitality market should see rapid growth in the coming year as that country continues opening its markets to the world. Local and international hotel companies are actively expanding their brands there, especially in the budget segment. In the Middle East, hospitality sector investments are in abundance as governments diversify their economies and join private investors to develop major tourism-related projects.

In super session of Department of Tourism's Notifications No.14.TH.II(3)/2002 dated 22.08.2003, 02.12.2003 and 07.06.2004 to encourage growth of Budget Hotel Accommodation for promotion of tourism in the country, the President of India is pleased to announce the Scheme of "Incentive to Accommodation Infrastructure" to provide incentives to new approved hotel projects in 1 to 3 star and heritage basic categories in the country except the four metropolitan cities of Delhi, Mumbai, Kolkata and Chennai.

Key Words: Tourism, Hospitality, Contemporary Issues

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PERCEPTION: HOW IT CAN AFFECT HOSPITALITY INDUSTRY

Pooja Gianchandani & Kavita Gupta*

As the saying goes "every coin has two faces", each and every moment in our life has two faces one is the good one and another is the bad one it is how you perceive them. If everyone perceived everything the same way things would be a lot simpler (and less exiting and dull).

So is true for tourism and lodging industry some see it as the source of entertainment and employment while for others it is the wastage of time, money and solely responsible for environmental hazards. it is the same industry but is the perception of the people thereby leading to two different viewpoints. The present paper is focused on perception that can affect the hospitality industry

Keywords: Perception, Hospitality

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COMPARATIVE STUDY OF EFFECTIVENESS OF USING INTERACTIVE SUPPORT MEDIA FOR TEACHING HOSPITALITY VERSES TRADITIONAL BLACK BOARD TEACHING

Tewari Jatashankar R & Vimal Kumar*

The traveler has changed like everything around us. The advent of new technologies had made traveling and communications quicker, easier and comfortable. The future hotel guest will be techno-savvy, language-savvy, time-conscious, hygiene-conscious and Do-it-yourself competent. There fore to develop the trained, well versed and competent hospitality professionals we must look beyond the traditional support media used for teaching hospitality.

The use of interactive support media for teaching if practiced will improve the quality of hospitality education. The interactive support media used for imparting hospitality education includes Flip Chart, Handouts, Actual Object, Models, Cutaways, Transparency, Photographic Slides, Posters, Charts, Video & Films, and Interactive Computer Software will help the student to apply the theoretical knowledge in real world situation. The present study shows the effectiveness of use of these support media of teaching over the traditional classroom teaching.

Keywords: Interactive support media, Hospitality

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NEW ADVERTISING VISTAS THE CONCEPTS, TRENDS & STRATEGIES IN TOURISM INDUSTRY

Souren Sarkar & Saket Jeswani*

Advertising bombards us every day - from commercials on television and radio, to advertising on buses and billboards, in magazines and on the Internet - and there is an increasing amount of advertising masquerading as something else - on television travel shows, in the latest blockbuster movie and on children's toys and clothes. We live in a marketing and media-driven world and much of this advertising markets leisure, travel and tourism products and services. In fact, any organisation involved in the leisure and tourism business - from local art centres, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies - will be interested in advertising in one form or another.

Whilst for the most part of the article, we focus on the strategies of the larger players - the national tourism agencies, the airlines, the global hotel chains and the large tourism operators - many of the ideas and techniques discussed, can be adopted by smaller operators seeking competitive advantage and added value from advertising on limited resources. In addition, whilst even the largest organisations often have sizeable budgets for promotional activities, none has a bottomless purse and of course, all advertising activity has to be results driven in today's highly competitive and dynamic marketplace.

This view of advertising's role in marketing appreciates that it is not merely a current expense but, rather, is a strategic activity, which should be regarded as an investment in the product or brand.





The article discusses the recent trends, concepts and various campaigns launched by Ministry of Tourism, and also highlights a series of promotional activities prevailing in tourism industry generating markets for increasing the number of tourists visiting India. The article also explains the various aspects of advertising in tourism industry like, marketing and promotion in tourism and leisure today, marketing communications, promotion management and advertising strategy, the importance of advertising in tourism and leisure marketing, how advertising works in tourism and leisure, advertising messages and the audience.

Key Words: Travel, Tourism, Leisure, Advertising, Ministry of Tourism

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HR CLIMATE IN TOURISM & HOSPITALITY INDUSTRY STRATEGIES AND APPROACHES FOR FUTURE HR CHALLENGES

Sanjay Singh, Bivas Sarkar & H.N Singh*

In today's global scenario, tourism is fast emerging as the economic mainstay of many countries worldwide, accounting for as much as 50 - 60% of the GDP. Tourism also has helped generate employment in regions where agriculture, industry and other core sectors cannot be pursued by local population due to geographic and socio-economic reasons.

The World Tourism Organisation (WTO) and the World Travel and Tourism Council (WTTC) had projected that correctly that tourism will become a major player in the global economy in the 21st Century. In the last quarter century, international travel and tourism industry has grown more than 500%. Global employment has grown by more than 40%, adding more than 100 million new jobs worldwide. Tourism is well on its way to becoming the leading job creator in this century.

This paper focuses on HR climate in tourism & hospitality industry strategies and approaches for future HR challenges.

Keywords: HR Climate, Tourism, Hospitality

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DARK SIDE OF HOSPITALITY- CHILD LABOUR IN HOSPITALITY INDUSTRY

Dr. A.C Pandey & Prof. S.P Kala*

Hospitality industry in India plays a vital role in economic development of the country. The globalization has changed the total scenario of this industry. It has opened the door for more opportunities but at the same time it has posed a lot of challenges to Indian hospitality industry. There is an urgent need to meet the challenges of skilled manpower, retaining the quality workforce, shortages of infrastructure, intense competition and rising customer expectation and lack of technology in hospitality. But apart from





all these challenges, the human side of a so-called labour force used in hospitality is a major concern for India. The development of child is a major issue in all societies but the right of these children used as cheap and easily available workforce use in hospitality industry has not been properly addressed .The law prohibits many issues but there is an urgent need to protect the right to survival, development, protection and participation of the poor childhood whose dreams are exploited by the society in the name of so-called employment. On the analysis of status and initiative taken by government ,this is very clear that this severe problem of the society can be checked not only by governments regulations but strong initiative by the social transformation in which the dignity of childhood should be restored and respected. This is transition period for many developing economies so there is strong need to strike a balance between development and the basic requirement of the human being. The innocent childhood should not disappear in the exploitation and cost -effective economy of the so-called development process of the nations .The child labour should not be a doormat for entry of so-called development and growth process of the developing and underdeveloped nations.

Keywords: Hospitality, Child Labour

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INDIAN HOSPITALITY CONGRESS OFFERS FELICITATIONS TO UNIVERSITY TOPPERS IN HOTEL MANAGEMENT PROGRAMMES



Keeping its objectives in to consideration Indian Hospitality Congress Bestows awards to University Toppers in Under Graduate & Post Graduate Programmes of Hotel Management of various universities in India. (2007). These awards shall be presented in the Rishikesh Conference of IHC at Hotel Vasundhara Palace, Rishikesh on 27 - 28 March 2008.

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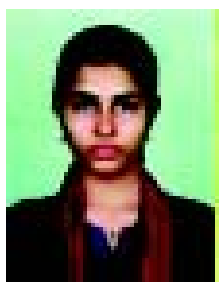
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Hospitality Toppers Speak:

Ms. Jyoti

It was indeed unbelievable for me when I got to know about our results! Hearty thanks Prof. Daleep Singh, Mr. Sandeep Malik & Mr. Surjeet Kumar, all faculty, staff & my batch mates of MD University Rohtak without whom it would have not been possible. It would be injustice if I forget to thank my Mother & My Mausji (Mrs Urmila) who had been constant motivators & source of inspiration for me. As a student I was highly inspired by Guest lecture of Mr Ashish Dahiya in our University. We fondly remember you sir. In my opinion Hospitality is a fantastic programme. It has given my life a new dimension. I wish to contribute for my nation in all my best capacity. Girls!!! Awake you can shape your career too in hospitality both with in India & International. Last but not the least thanks to Prof S. C Bagri & Indian Hospitality Congress for felicitating us!

Ms. Archie Agnes Fernandes

Overwhelmed is what I felt when my lecturer and mentor, passed on the message to me through my best friend, that I had not only topped the college but the university too. All thanks to the constant and unfailing support from my family, Principal and Lecturers at the college, friends and everyone else who had the confidence in me and helped to achieve this stint .As a student, I always pursued excellence in academics and most of the times, achieved it. This achievement has further boosted me to go in for my higher studies, which I was doubtful about till now and strive to excel in whichever task I may take up in the future.

Thanking you most profoundly !!

Mr. Varun Vermani

Educated in New Delhi till 12th, my parents brought me up with my younger brother. Being an average student, a pass on small experience with Compute Maintenance Corporation Limited (CMC Ltd.), New Delhi as a Data Entry Operator, leads me to put my first foot forward in Service Industry or Hospitality Industry.

The professional way of speaking, I first learnt in CMC Ltd. Which further help me to convince my seniors and clients over different ways of doing the same work. After working for 6 months, I am bending towards the industry and my mind started working for one saying "Always make your self comfortable in academics and do study with mob of students not alone or in cluster of students" by Dr. Narendra Mohan, (Mathematics Teacher). This thing leads me to Birla Institute of Technology, Mesra, Ranchi for the course of Hotel Management where I am in mob of students with different cultures, mind sets, and backgrounds.

Starting off with a fly in 1st semester with 2nd position, by the time I reach 3rd semester, I become a hunter for opportunities in or outside university to learn things in academic as well as in professional manner. In this I had got lot of help from some of my memorable lecturers like Mr. P. R. Sahoo, Mr. Sanjay Kumar, Mr. Ashish Dahiya and many more.

During the course, university campus is like a academic ground for me, and my Industrial Trainings with Intercontinental, The Grand, New Delhi, Nirula's (Quick Food Service Outlet), Noida, U.P., The Oberoi's Amarvilas, Agra etc. become a professional ground for me to work on. Now I am able to judge a little about the likes & dislikes of various people going as guests to various places for food, leisure time and importantly with the company they sit in.

On the last day in university, my lecturers quoted a phrase on me "you always think different, try to work different", this phrase helped me to shape that one month when I am roads for a search of a good job. Being selected in Good Hotels but I am still not satisfied and one day I entered Hospital i.e. Max Healthcare for the post of a Patient Care Coordinator in Front Office. Exactly to join Facilities Department somewhere I am able to convince them for an interview in Facilities Department (Housekeeping & Maintainance Department), I got selected as Junior Facility Executive and my journey starts in professional world under the shelter of my Head, Mam Livleen Anand, Head House Services, Max Healthcare. Now I am working in a Hospital but still working with the same core of my basic course and learning things day by day.

Nikush Manchandani

Engineering & Hotel Management these were the two choices for me to opt. I wanted to do engineering but my parents wanted that I should continue our own hotel business, it was a mere chance that I went to bundelkhand university to know about the course of hotel management from there I came to know that it was the last date of submitting the form. I got the form and submitted in few minutes before the closing I would the missed the golden opportunity had I not visited the University.

I am very thankful to god that he opens the door at the last moment.

I would like to thank all the ITHM staff for helping me in my program. I can not forget my friends and parents who have always backing me and supporting me.

Hotel management is a good industry; it has a wide scope in future. By doing hotel management one can get a job in any field because this is a service industry.

Right now I am looking after mine own hotel in Jhansi named "Hotel Tulsi" and my aim is to have chains of hotel in India.

From the desk of Principal

Bharati Vidyapeeth's College of Hotel and Tourism Management Studies

Mansi Bharat Lakhpatwala has been a brilliant student through out her academic career, her progress scale has been upwards for every passing year.

She is not only academically outstanding but she is an all rounder like in sports, extra-curricular activities. She has been Basket ball captain at a Y.M.C.A. and won matches. She has completed dance training from Shiamak Davar,s of Performing Arts and won dance competition at inter school and college level. She is also the winner of fashion show organized by tourism department Mumbai.

She has done her advanced diploma course in human resource from Wellingkar's institute Mumbai by scoring distinction marks.

She has completed her industrial training at ITC Grand Maratha Sheraton & Towers, Mumbai, J.W.Marriott- Juhu, Mumbai and Oberoi Hotel & Resorts., Nariman Point, Mumbai.

She has worked at the Oberoi Hotel & Resorts, Nariman Point, Mumbai. Presently she is pursuing M.B.A.

We offer our best wishes to her.



एन० एच० पी० सी०
(भारत सरकार का उद्यम)
उत्तराखण्ड राज्य के समग्र विकास में प्रयासरत

कोटलीभेल जल विद्युत परियोजना
(क्षेत्रीय विकास के लिए प्रतिबद्ध)

उत्तराखण्ड राज्य में एन०एच०पी०सी०	कोटलीभेल परियोजनाओं का क्षेत्रगत विवरण
<ul style="list-style-type: none">● 120 मेगावाट टनकपुर पावर स्टेशन, चम्पावत ।● 280 मेगावाट धौलीगंगा पावर स्टेशन, धारचूला ।● 1045 मेगावाट कोटलीभेल जल विद्युत परियोजना चरण-IA, IB तथा चरण-II, देवप्रयाग ।● 420 मेगावाट लखवाड़ व्यासी जल विद्युत परियोजना, डाकपत्थर ।● 630 मेगावाट गर्वा तवाघाट जल विद्युत परियोजना, पिथौरागढ़ ।● 240 मेगावाट चुंगर चाल जल विद्युत परियोजना, पिथौरागढ़ ।● 55 मेगावाट कर्मोली लुंग्ती जल विद्युत परियोजना, पिथौरागढ़ ।	<ul style="list-style-type: none">● कोटलीभेल जल विद्युत परियोजना (चरण-IA)- 195 मेगावाट भागीरथी नदी पर ग्राम-मुनेठ के समीप ।● कोटलीभेल जल विद्युत परियोजना (चरण-IB)- 320 मेगावाट अलकनन्दा नदी पर ओंकासनन्द महाविद्यालय के समीप ।● कोटलीभेल जल विद्युत परियोजना (चरण-II)- 530 मेगावाट गंगा नदी पर कौड़ियाल के समीप । <p>हम प्रतिबद्ध हैं :-</p> <ul style="list-style-type: none">● पर्यावरण संरक्षण के प्रति ।● सामाजिक एवं आर्थिक जिम्मेदारियों के प्रति ।● नए अनुसंधान एवं अद्यतन तकनीक को स्वीकार करने के प्रति ।

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Any Institute imparting hospitality education or A teacher in any University / affiliated college can become the life member of association. Research scholars can become associate members, whereas students can only become annual members.

News

**Hospitality Youth Club Special
Edition Vol. I**

15.03.2008

**Srinagar Garhwal Chapter
Yashpal Negi & Digpal Singh Rainswal**

The Hospitality Youth Club is first of its kind in India, is directed by Indian Hospitality Congress which was inaugurated by Hon'ble Tourism Minister Sh. Praksh Pant on 27 September 2007 at University auditorium, Chauras Campus.

The Chapter Head of Hospitality Youth Club (Srinagar Garhwal Chapter) Mr. Yashpal Negi with his colleague Mr. Digpal Singh Rainswal briefly presents a report (on Hospitality Youth Club Srinagar Garhwal) as below mentioned :

- Number of Youth Members are 150 and expected to increase more than 250 from the centre.
- HYC is organizing Vegetable Carving, Ice Carving and Butter Sculpture Workshop for Hospitality Youth Club members in April 2008. Master Trainer/Chef Team one of the leading Hotels is coming to train the youth.
- Member are facilitated with IHC conferences by enabling them to attend the conference are be also awarded by certificates are be also awarded by Indian Hospitality Congress.
- A research workshop is proposed for Indian Hospitality Club members in May 2008.
- Indian Hospitality Club is coming up with a Food and Beverage Outlet at Centre for Mountain Tourism and Hospitality Study, Chauras Campus near Helipad area.
- HYC celebrated International Housekeepers week on Oct. 2007 and which has be published in International Journal (Executive Housekeeping Today) in Jan 2008.
- Providing Updated news letter to Hospitality Youth Club members.