



TOP TRENDS IN HOSPITALITY EDUCATION



SERVICE CHARGE: IS IT (UN)FAIR?

Hotel Revenue Management System

Automate pricing strategies for your property



Optimize Your Hotel's Revenue With The Right Technology

Boost your revenue upto 25% and save time with our automated and intuitive room pricing solution.



Booking Pattern Analysis

We analyze your booking patterns from historical data to suggest an optimization business strategy.



Intelligent Pricing Engine

With detailed analysis, we set a dynamic pricing strategy using our hotel revenue management system.



Compset Analysis

Monitor your competitors' rates across various channels to make informed pricing decisions.



Automated Reports

Gives accurate insights of business on books for your future dates by analyzing the past data.

16+ Years of Industry Experience



**Certified
Revenue Experts**



**Saves
4 Hours / Day**



**Boosts
2-25x ROI**

www.ezeemint.com | [+91 635 472 7532](tel:+916354727532) | rm@ezeetechnosys.com

eZee Technosys D-113, International Trade Center, Majura Gate, Surat, Gujarat 395002

My Dear Members,

You are well aware of *Azadi Ka Amrit Mahotsav*, a Government of India initiative to celebrate and commemorate 75 years of independence and the glorious history of India's people, culture, and achievements. The hospitality industry is proudly and naturally aligned with this *mahotsav*, which is dedicated to the people of India who have been instrumental in bringing India this far in its journey, just like our industry, which has played a large part in the evolutionary journey of India. Together, we also hold within ourselves the power and potential to enable our Hon'ble Prime Minister Narendra Modi's vision of activating India 2.0, fuelled by the spirit of *Aatmanirbhar Bharat*. All members are requested to partake in this in their own way by displaying the logo of the *mahotsav* in their lobby, advertisements, stationary, and wherever else possible. Some hotels and restaurants have also created badges and brooches of the logo, which are proudly adorned by establishments' employees on their uniforms. The *mahotsav* will conclude on 15 August 2023.

The industry is extremely disturbed and disheartened over the issue of service charges. It is extremely damaging and disturbing to the industry for the CCPA to have taken such a rigid stand, which we feel is completely out of context and highly misunderstood. Guidelines do not have the sanctity of law. Therefore, FHRAI has urged the government, time and again, to introduce a law that is uniform for all businesses, so that our industry is not singled out, especially in the wake of several others who are blatantly charging similar fees in another name. In any case, most of these guidelines issued by CCPA are already

being followed by hotels and restaurants. Anyone who has ever travelled across the globe will recognise this as a very common and universal practice, and it is highly unfair and discriminatory towards the hospitality industry by singling it out and painting it as a villain and anti-consumer. We hope to see some clarity on this issue soon, which we will keep our members informed of.

HRAWI, our regional India arm in Western India, has raised issues with inbound tourists filling out the online Air Suvidha form with the Principal Secretary, Valsa Nair Singh (I.A.S.), and has asked that the requirement should be revoked. HRAWI has raised concerns about the compliance, which has long since lost its significance, and how there are complications as a result of passengers' unwillingness to adopt it. The elongation of any compliance having lost its usage becomes more of a hindrance, especially at a time when travellers have started exploring destinations.

The GoI plans to make it mandatory for all star-category hotels to make a minimum of 5 per cent of their rooms universally accessible and has asked for our input on this issue. We have raised objections to this and have expressed that such a provision would have additional cost implications and inconveniences for the hospitality sector. We have also approached the Ministry of Tourism to highlight that this proposal is not viable for the sector in the current scenario. At the most, we have requested to make this a desirable condition rather than a mandatory one.

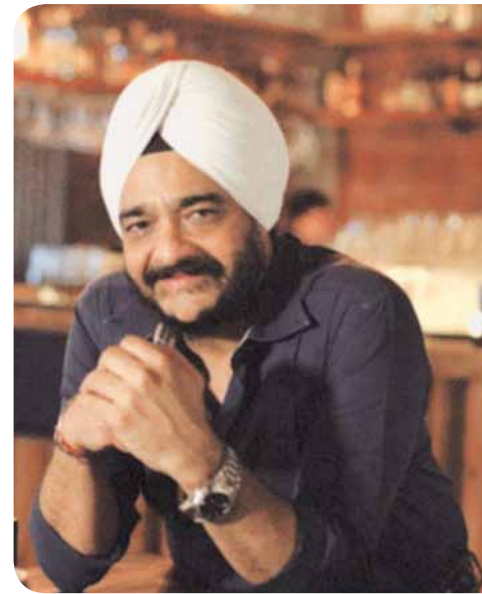
As we inch closer to normalcy every day, we also constantly face new challenges which we must confront and solve.

I wish you all the best and God bless us all!

With kind regards,

Gurbaxish Singh Kohli

Vice President, FHRAI



Gurbaxish Singh Kohli

*Vice President
FHRAI*

“
**THE GOI PLANS TO
MAKE IT MANDATORY
FOR ALL STAR-
CATEGORY HOTELS
TO MAKE A MINIMUM
OF 5% OF THEIR
ROOMS UNIVERSALLY
ACCESSIBLE AND HAS
ASKED FOR OUR INPUTS
ON THIS ISSUE**”

fhrai magazine

CONTENTS

JULY 2022



16



18

THIS MONTH

- 03 VICE PRESIDENT'S MESSAGE
- 06 FHRAI DESK
- 42 PRODUCTS
- 46 APPOINTMENTS

FEATURES

- 16 **CONNECTIVITY, INFRA: TOP MOT AGENDA**
G. Kamala Vardhana Rao, DG-Tourism, Gol, urges investors to invest in tourism and infrastructure projects, citing investments by various ministries and departments.
- 18 **'NOT A VIOLATION'**
In light of the Government of India's announcement on service charges, the regional heads opine that these charges are, in fact, beneficial since they are in favour of the staff of an establishment.



06

SECRETARY GENERAL
Jaison Chacko - sg@fhrai.com

PUBLISHER
Devika Jeet - devika@ddppl.com

ASSOCIATE EDITOR
Lipla Negi - lipla.negi@ddppl.com

DESK EDITOR
Devika Seth - seth.d@ddppl.com

CREATIVE DESIGN
Sanjeev Kumar

MARKETING & SALES - DELHI
Nikhil Jeet - Nikhil.jeet@ddppl.com
Director Advertising (+91 9910031313)

Meetu Malhotra - meetu.malhotra@ddppl.com
Manager Marketing (+919650911399)

Jaspreet Kaur - jaspreet.kaur@ddppl.com
Marketing Manager (+919650196532)

MUMBAI
Harshal Ashar - harshal@ddppl.com
General Manager (+919619499167)

PRODUCTION MANAGER
Anil Kharbanda

ADVERTISEMENT DESIGNER
Nitin Kumar
Aditya Pratap Singh

20

HELPING HAND HOSPITALITY NEEDS

20

The hospitality sector has faced several challenges. The Executive Committee emphasises that granting industry status, which would subject hotels to industrial rates, has been an unabated request.



INSPIRING FUTURE INDUSTRY LEADERS

22

Hospitality professionals discuss the need of a robust approach to change the training dynamics and provide young people an environment that they can prosper in.



PANDEMIC SHAPES HOSPITALITY EDUCATION

26

Heads of premier hospitality colleges discuss how the pandemic has tweaked the learning curve for hospitality students, trends that boost talent, and top skills that recruiters seek.



SERVICE CHARGE: IS IT (UN)FAIR?

32

The hotel and restaurant industries are divided over whether they should (or should not) levy a service charge on the total bill. Here, we look at the matter beyond the binary of fair and unfair.



FHRAI

B-82, 8th Floor, Himalaya House
Kasturba Gandhi Marg, New Delhi 110001
Tel: 91-11-40780780, Fax: +91-11-40780777
Email: fhrai@fhrai.com

FHRAI Magazine is printed, published and edited by Devika Jeet on behalf of Federation of Hotel and Restaurant Association of India and printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at Durga Das Publications Pvt. Ltd. 72, Todarmal Road, New Delhi - 110 001
Editor: Devika Jeet

Email: fhraimag@ddppl.com
Tel: +919818767141

This issue of FHRAI Magazine contains 44 + 4 pages cover

All information in the FHRAI Magazine is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regrets that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by FHRAI Magazine or DDP. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright.

No part of FHRAI Magazine or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing.

The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged.

This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.

Elimination of GST exemptions

Substantial portion of hospitality sector has now been exposed to GST regime as hotel stays costing up to ₹1,000 per day will now be taxed at 12 per cent.

Under the direction of Finance Minister Nirmala Sitharaman, the 47th meeting of the Goods and Services Tax (GST) Council took place in Chandigarh on 28 and 29 June 2022, and various proposals were made to reform the GST structure.

The council made a number of rate modifications during the meeting to correct an inverted duty structure and eliminate a few exemptions, which might be a precursor to a future review of all tax slabs and rate rationalisation.

The GST Council stipulated to eliminate a number of tax exemptions and increase rates for a range of services, including those for staying in hotels with rooms that are typically less expensive and services offered by organisations that monitor food safety, among others.

A substantial portion of the hospitality sector has now been exposed to the GST regime as hotel accommodations costing up to ₹1,000 per day will now be taxed at a rate of 12 per cent.

The group of ministers (GoM) had suggested to the council implementing GST at a rate of 12 per cent on lodging rates below ₹1,000. GST was formerly waived for hotel rooms costing less than ₹1,000. However, there is a tax of 12 per cent for rooms costing between ₹1,001 and ₹7,500, and a tax of 18 per cent for



“IN MADURAI DURING THE FIRST WEEK OF AUGUST, THE GST COUNCIL IS PLANNING TO CONVENE AGAIN”

rooms costing more than ₹7,500.

In addition, services offered by the Food Safety and Standards Authority of

India (FSSAI) are no longer free from GST. The FSSAI's exemption from paying for several services utilised by operators of food businesses had been recommended by the GoM.

The majority of services are now taxable at an 18 per cent GST rate, albeit the precise tax rate on them is currently unknown.

In Madurai during the first week of August, the GST Council is planning to convene again.





SAFE BOX



HAIR DRYER



LUGGAGE TROLLEY



MAGNIFYING MIRROR



MINI BAR



WOODEN HANGERS



ELECTRIC KETTLE



BANQUET FURNITURE

Our Comprehensive Product Range

In Room Amenities	Lobby Amenities	Washroom Amenities	Luggage Trolley	Bed/Bath Linen
Guest Room Furniture	Banquet Furniture	Outdoor Furniture	Fine Dining Furniture	Roofing Tiles

LaxRee Amenities Pvt. Ltd.

Email-id : contactus@laxree.com | Contact info : 9828054400, 9982221214 | Toll Free : 1800 120 7001

Franchisee & Business Associates Invited Across India

'Uniform law is needed'

FHRAI shares its reaction to CCPA's guidelines for service charges included in hotel and restaurant bills, which were announced on 4 July 2022.

According to the guidelines, service charges cannot be imposed on the food bill voluntarily or automatically by hotels and restaurants. No service charge will be collected under any other name.

"Most of the guidelines are already being followed by hotels and restaurants. It is disheartening that the hospitality industry is constantly singled out. We have explained time and again that there is nothing illegal in collecting a service charge. It is collected for the benefit of the staff. Besides, no hospitality establishment coaxes a consumer to pay it if, for any reason, they choose not to. But the industry is being painted as the 'black sheep' in the eyes of the consumer. Ironically, there are several websites that levy convenience fees, including the government-run IRCTC. These do not even explain what the charge is for, nor is the consumer given a choice to opt out of it. We ask the government to



Gurbaxish Singh Kohli
Vice President, FHRAI

“We ask the government to introduce a law that is uniform for all businesses”

introduce a law that is uniform for all businesses and that ensures the industry is not discriminated against. Any kind

of ruling against the service charge will be detrimental to employees,” says **Gurbaxish Singh Kohli**, VP, FHRAI.

“These guidelines are not a new law. Most of these guidelines have already been followed by hotels and restaurants. Nobody was forced to pay the service charge, and no customer was turned away if they refused. The industry was expecting the enactment of a comprehensive law that would put curbs on levying charges over and above the cost of a product or service and which would be applicable across all industries. However, with these guidelines, it appears that the curbs imposed are applicable only to the hospitality industry. FHRAI may approach the CCPA seeking clarification and to submit further suggestions. Unfortunately, the beneficial global practice for employees will take a beating. FHRAI will issue a detailed statement after examining and studying the guideline,” says **Pradeep Shetty**, Jt. Hon. Sec., FHRAI and Sr. VP, HRAWI.

A long-pending concern

FHRAI has requested Government of India to provide relief to the hospitality sector from the secondary condition of maintaining an annual average.

In the representation submitted to Nirmala Sitharaman, Union Minister of Finance; Piyush Goyal, Minister of Commerce & Industry, Textiles, Consumer Affairs, Food & Public Distribution; and G. Kishan Reddy, Minister of Tourism, Culture and Development of the North Eastern Region, Government of India, FHRAI outlined its previous request to DGFT to grant relief measures to the hospitality sector at the earliest.

The association also stated in the letter that, in terms of Para 2.58 of Foreign Trade Policy 2015–2020, DGFT is empowered to grant exemption, relaxation, or relief to any person or class of persons from any provisions of FTP or procedure. Such a relaxation can be given on grounds of an

adverse impact on trade. The exemption or relaxation may be subject to conditions after consulting with the Norms Committee, EPCG Committee, or Policy Relaxation Committee.

“FHRAI HAS BEEN RIGOROUSLY FOLLOWING UP WITH MINISTRY OF TOURISM AND DGFT TO TAKE ADEQUATE STEPS”

However, for the last many years, FHRAI has been rigorously following up with the Ministry of Tourism and DGFT

to no avail to grant a waiver of the annual average condition for hotels under Chapter 5 of the Foreign Trade Policy on account of the adverse conditions affecting the hospitality industry as a whole. The issue of the decline in the foreign contribution of the hospitality sector was brought to the notice of DGFT way back in June 2017, itself, and that coincided with the completion of the first block of the eight years when the licence expired post the introduction of the secondary condition in the year 2007-08.

“We humbly request your good selves to take note of the serious concerns of the hospitality industry and take adequate measures to resolve this long-pending issue,” said **Gurbaxish Singh Kohli**, Vice President, FHRAI.

Zephyr®

THE ONLY
**END TO END
MANUFACTURER**
OF BOTH
HOSES & HOSE REELS
IN THE WORLD

MADE IN INDIA . NOW IN INDIA



VISIT US AT

Booth H9-02/16
IHE Greater Noida
3-6th August 2022

Water Hose Reels | High Pressure Reels | Garden
Hose Reel Carts | Sprayers | Kitchen Wash Stations |
Pre-Rinse Faucets | Kitchen Faucets

YouTube
Zephyr
Videos



Oberoi
HOTELS & RESORTS

Radisson
HOTELS & RESORTS

TAJ
Hotels Resorts
and Palaces

RAMADA

COUNTRY
INN & SUITES

HYATT
HOTELS & RESORTS

+91 844-844-4565
sales@zephyr.live . www.zephyr.live

OTAs' abuse of dominance

FHRAI apprises Jayant Sinha, Chairman of the Parliamentary Standing Committee on Finance about anti-competitive practices by OTAs & FSAs.

FHRAI informed the committee that OTAs and FSAs are abusing their dominant positions and engaging in anti-competitive practices, which is severely hurting their members. The lack of a level playing field, the failure of FSAs and OTAs to provide customer service, the control of guest reviews by OTAs and FSAs, and the issue of hidden charges are all challenges that these practices in turn cause for hotels and restaurants.

Some of the malpractices that FHRAI highlighted were: cartelization; distortion of market pricing; exorbitant commissions charged from hotels and restaurants; non-transparent bookings; refusing to de-list hotels from their platform; hosting of illegal and unlicensed accommodation units; large scale breach of agreements and default of payment; oppressive contracts with arbitrary rule changes; delayed payments and unreasonable penalties; and inconsistency of search algorithms.

The association also emphasised that travel agents charged a fee of around 10 per cent. This has since increased to 20 per cent and higher. Similarly, FSAs charge 20-40 per cent commission to make restaurants discoverable and claim that they include delivery in this cost. However, consumers are additionally charged for delivery. FSAs insist on the No Price Competition Clause (NPCC) imposed on restaurants by food aggregators by abusing their dominant position. This prevents restaurants from charging a lower price for their dine-in facility than the price displayed on the delivery apps.

The Competition Commission Act of India regulates any entity's anti-competitive practices and ensures fair competition. However, the act needs to be amended since it is not comprehensive and does not include how OTAs, FSAs, and similar entities operate. In Case No. 14 of 2019, FHRAI complained to CCI about the practices. The DG conducted an investigation and presented the report, dated 23 September 2021, to CCI, and found that OTAs use abusive pricing practices. But the CCI has not yet ruled on the subject.

FHRAI has further made the following suggestions:

- 1 To ensure that there is no foul play by any entity, a market regulator—such as an Ombudsman, a regulatory mechanism, or a body—may be established. FHRAI may participate actively in this regulation.
- 2 Hotel rooms and online delivery may be offered as services under ONDC in addition to retail if the hospitality and food service businesses are included in the platform.
- 3 Specific rules may be enforced, such as requiring online aggregators to disclose their listing and rating algorithms on their websites, limiting the extent of discounts they can provide to the cost of acquisition and mandating that pricing listed be based on "what you see is what you get".
- 4 The tourism department may develop a website or an OTA portal where hotels can register and consumers can book hotels.

"We have brought to the notice of the Hon'ble Committee that the OTAs and FSAs are engaging in both anti-competitive practice and also abuse of dominance, which is causing great damage to our members as well as the customers while they keep on capturing the entire market. As we understand, the problem is not unique to the hotel and restaurant industry but is common to all online portals. While in the short run,

“THE PROBLEM IS NOT UNIQUE TO THE HOTEL AND RESTAURANT INDUSTRY BUT IS COMMON TO ALL ONLINE PORTALS”

customers may get a lower price, in the long run, these anti-competitive activities will harm all parties. In the absence of a regulatory body, hotels and restaurants have very little recourse under the Indian Contract Act and the Competition Act, which is usually a time-consuming process. It is thus important to amend the Competition Act," says **Gurbaxish Singh Kohli**, Vice President, FHRAI.



FEATURING THE NEXT IN SMART SECURITY SOLUTIONS



SECUREASY
ULTIMATE SECURITY. UNMATCHED EASE.



BUY NOW

amazon

Flipkart

www.ozokart.com

HRAWI

'Revoke Air Suvidha e-forms'

HRAWI has raised issues with inbound tourists filling out online Air Suvidha form to Valsa Nair Singh (I.A.S.) and has requested to withdraw the requirement.

As a result of the many issues encountered when filling the online Air Suvidha form, several inbound air travellers have missed flights into the country. Hence, HRAWI has urged the Maharashtra government to withdraw the requirement. The association has raised issues with inbound tourists filling the online Air Suvidha form in a letter to Valsa Nair Singh (I.A.S.), Principal Secretary, Tourism, Civil Aviation & State Excise, and has asked that the requirement be either revoked or that physical forms be made available to travellers. The difficulties experienced by travellers include the fact that they are often not aware of the requirement until they are at the check-in counter.

"We understand and support the government's intention to ensure the safety of all passengers flying into the country. However, there have been a string of instances where passengers either missed flights or were on the verge of missing flights due to the confusion and difficulty faced in filling the online Air Suvidha form. The paucity of time, confusion, and difficulty in filling the forms have been creating chaos at airports and hampering arrivals to the country. At this time, the Indian tourism and hospitality industries cannot lose potential tourists who are cancelling plans



Sherry Bhatia
President, HRAWI

“Paucity of time, confusion, and difficulty in filling out the forms have been hampering arrivals to the country”



Pradeep Shetty
Jt. Hon. Sec., FHRAI

“There could be better solutions that can ensure self-declaration formalities are being complied with by flyers”

to travel to India. We request that the government either immediately withdraw the mandatory Air Suvidha form filling or provision physical forms as an alternate,” says **Sherry Bhatia**, President, HRAWI.

HRAWI has called attention to issues in filling out the form on mobile devices, navigating, and uploading documents.

“Not everyone has access to high-speed internet, and the normal mobile internet speeds provided by telecom operators are inadequate for the filling of the form. One of the most common issues faced by in-bound travellers is difficulty in uploading images of their passports and vaccination certificates in the prescribed file size and specific format. In the event that passengers are not able to fill out the online form, there is no alternate option available. Travellers are missing flights for not being able to complete this formality. A physical copy of the Air Suvidha form at airports could make a difference. We also believe that there could be better and more viable alternative solutions that can ensure self-declaration formalities are being complied with by the flyers. Keeping in mind the difficulties faced by in-bound travellers, we request the government to allow some alternate options to fill up the Air Suvidha form in the interest of all the in-bound travellers to India,” says **Pradeep Shetty**, Sr. Vice President, HRAWI.



‘Not a viable proposal’

To effectively communicate concerns of hospitality sector, FHRAI has initiated survey on MoT's Accessible Tourism Guidelines of India.

FHRAI has informed all of its members that the Ministry of Tourism, Government of India is in the process of formulating ‘Accessible Tourism Guidelines of India’ to provide a holistic approach for creating universally accessible and inclusive tourism facilities.

By way of these guidelines, the government is planning to make it mandatory for all star-category hotels to make a minimum of five per cent of their rooms universally accessible. The smaller establishments having fewer than 20 rooms would be required to have a minimum of two such rooms.

The association is of the opinion that such a provision would have additional cost implications and inconveniences for the hospitality sector. Hence, FHRAI is planning to approach the Ministry of Tourism to highlight that this proposal is not viable for the sector in the current scenario.

In order to validate its request, the



“GOI PLANS TO MAKE IT MANDATORY FOR ALL STAR-CATEGORY HOTELS TO MAKE MINIMUM OF 5% ROOMS UNIVERSALLY ACCESSIBLE”

association will provide relevant facts and figures on this issue to the Ministry of Tourism. With this objective, FHRAI has created a short survey format for gathering information from its members on the subject matter. The data collected through the survey would help FHRAI to present the concerns of the hospitality sector in an effective way.



100% NATURAL **ZERO CALORIES**

Stevia SWEETENER
Pamper your clients with a
Chemical Free,
100% Natural
Zero Calories
Sweetener.

So Sweet® Stevia
100% Natural, 0% Calories Sweetener

HERB VEDA



ENQUIRIES SOLICITED FROM HORECA DISTRIBUTORS (CONT NO. : +91 98112 74853, +91 96506 64242)

Sachet Stevia Powder Erythritol Xylitol

Address: A-99, Sec. 65, Noida-201301, U.P. (India)
E-mail :- Shankar@herbovedaIndia.com, leena@herbovedaIndia.com
Website: www.sosweet.co.in, www.herbovedaIndia.com
M:- +91 98112 74853, 96506 64242

No side effects, No after taste, Suitable for all ages, Ideal for diabetics and weight watchers

SIHRA

Greasing the revenue wheels

SIHRA has augmented its efforts to support TN's hoteliers by conducting meetings with government officials and getting hoteliers' dues cleared.

The Government of Tamil Nadu has issued an order revising the property tax on residential properties, non-residential properties, and vacant land. As per the said government order, for residential properties, the revised rate is based on the area of the property. For non-residential properties, the increase is based on the category of the property. For industrial properties, the increase factor is two times, and for commercial properties, including special category properties viz., hotels, Kalyana Mandapam, and cinema theatres within the Chennai Corporation,



K Syama Raju
President, SIHRA

SIHRA APPOINTED AS TRAINING PARTNER BY TNSDC

SIHRA has been appointed as a training partner in Green Channel by the Tamil Nadu Skill Development Corporation (TNSDC), the State Nodal Agency for Skill Development by the Tamil Nadu government. S Sundar has been appointed as one of the committee members of the High Level Committee, which is made up of 14 members from the government and the respective industry/organisation to assess the suitability of skill training courses provided by TNSDC, identify



it is 2.5 times. i.e., hotels, cinema theatres, and kalyana mandapam are to be taxed on par with commercial properties. From 2023-24 onwards, there will be an automatic annual increase of 6 per cent or a simple average of the growth rate of the state's GSDP for the past five years, whichever is higher, to be effected.

MORE DUES CLEARED FROM TAMIL NADU GOVERNMENT TO HOTELIERS

As a result of consistent follow-up with the officials, the TN government has released ₹13 crore in settlement of bills pertaining to food and stay provided by the hoteliers in the states to doctors and

“S SUNDAR HAS BEEN APPOINTED AS COMMITTEE MEMBER OF HIGH LEVEL COMMITTEE, WHICH IS MADE UP OF 14 MEMBERS FROM GOVERNMENT AND RESPECTIVE INDUSTRY”

paramedical staff during the pandemic. A revised balance amount is expected to be released within the next two months.



training partners, and suggest additions and modifications, if any, to the skill training programme and content delivery.

INDIA TOURISM – SOUTH TAMIL NADU PROMOTION MEET IN GUJ & MAHA

The India Tourism Western Region and Travel Club, Madurai, in association with SIHRA, is organising the programme 'India Tourism – South Tamil Nadu Promotion Meet in Gujarat and Maharashtra' from 25 to 29 July 2022. In this regard, India Tourism will conduct meetings and discussions with potential tour operators and agents in the states of Gujarat and Maharashtra.

The apt addition to your mini-bar

Delinut is a pioneer of dry roasting in India with trust earned over 4 generations in the food industry. Using our proprietary FOST technology, our roasting process ensures the fresh, crisp and full-bodied taste of nuts which is 100% free from oil and preservatives. We have a wide variety of nuts and flavours including roasted and plain cashews, almonds, peanuts, pistachios, mixed nuts and trail mixes.

All our current flavours are made from natural sources.

We can provide customized OEM solutions to cater to your needs perfectly from our BRC certified factories.

Our ever growing client portfolio includes
Major domestic airlines, International hotel chains,
Major coffee shop chains and blue - chip companies.
We welcome you to be a part of our esteemed clientele



+91 9072 340 361
+91 4742 742 854
mail@indiafoodexports.com
www.delinutshop.com

**déli
nut**
Be Happy. Stay Healthy.
Delinut Your Daily Nut

IFE House, Mundakkal West
Kollam 691001, Kerala, India

CONNECTIVITY, INFRA TOP MOT AGENDA

G. Kamala Vardhana Rao, DG-Tourism, GoI, urges investors to invest in tourism & infra projects, citing investments by various ministries & departments.

G Kamala Vardhana Rao, Director General, Ministry of Tourism, Government of India and Managing Director, ITDC Ltd., has urged investors to invest in the tourism sector. "India will host the G20 meetings next year and it will be organised across various states and cities. The states are also investing heavily in building infrastructure. I urge investors to come forward and invest in the hospitality sector," he said, while addressing the 7th National Tourism Investors Meet 2022, organised recently by FICCI.

Rao said that the tourism sector is the beneficiary of all the investments by various ministries and departments, including national highways, rural development, civil aviation, and railways. "Every state is focusing on the construction of roads as a part of a rural tourism initiative to ensure rural connectivity. And here, technology is playing an important role. Use of modernised equipment is ensuring that the roads are strong enough and are not damaged or easily affected by monsoon rains," he added.

Rao's views hold significance in the view of the PM Gati Shakti National Master Plan (PMGS-NMP), which was launched to provide multimodal connectivity infrastructure to various economic zones. There are seven engines that drive the plan, comprising roads,



G. Kamala Vardhana Rao
Director General, Ministry of Tourism,
Government of India &
Managing Director, ITDC Ltd

“EVERY YEAR WE ARE FOCUSING ON IMPROVING OUR CONNECTIVITY, WHICH IS A CHALLENGE IN A LOT OF DESTINATIONS, ESPECIALLY IN THE NORTHEAST REGION”

railways, airports, ports, mass transport, waterways and logistics infrastructure. Separate budgets have been allocated for different segments, and the government

is working towards achieving macro-economic level growth with a focus on micro-economic level all-inclusive welfare.

Working on the lines of PMGS-NMP, the Ministry of Road Transport and Highways is rigorously working towards the set target of the National Highways Network to be expanded by 25,000 km in 2022-23. The other important area of focus is air connectivity. Rao said that each year government is taking various steps to improve rail and air connectivity, but air connectivity in the northeastern sector still needs to be enhanced. "The government is focusing on discovering new airports and last mile connectivity. Every year, we focus on improving our connectivity, which is a challenge in many destinations, especially in the northeast region. The Prime Minister has given a target that 100 university students in India should be taken to the northeastern states to show and let them experience the beauty, but connectivity is a challenge. So, apart from roads and highways, the government is focusing on airport development and air connectivity," he added.

He also mentioned the G20 summit. India will hold the G20 presidency on 1 December 2022 and convene the first G20 leaders' summit in 2023. "This is an opportunity for India to recover and bounce back," Rao said, requesting the investors to invest in the development of new destinations and promote India.

**RECONNECT.
REFRESH.
REVITALIZE.**



Now is the time to
come together to forge
new paths with new
ideas and strategies



infocomm
INDIA

5 - 7 September 2022
Bombay Exhibition Center, Mumbai
www.infocomm-india.com

Organized by:

infocommAsia

A project of:



In light of government's announcement on service charges, regional heads opine that these charges are, in fact, beneficial since they are in favour of staff.

'NOT A



Fhrai Bureau



Sudesh Poddar
President, HRAEI

COMMON AND ACCEPTED PRACTICE

other countries, a service charge is widely accepted practice. It is not in violation of the law. Like any other charge levied by an establishment, a service charge is a part of the 'invitation' a restaurant extends to potential consumers. The decision to dine at a restaurant is entirely up to the guests.

It is a beneficial payment aimed at supporting the establishment's staff. So, some establishments consciously adopt a beneficial policy toward their workforce by ensuring they get a minimum tip, which is a percentage of the rest of the charges. There is nothing illegal about restaurants

charging a service fee. Additionally, whether or not to charge service charge is totally up to the discretion of the establishment. Any service charge that a customer objects to paying might be taken off their bill.

However, some service providers have begun charging a 'convenience fee' for their services, such as ticketing services for trains, movies, or food delivery via portals or apps. We advise our members that if they decide to charge customers for services rendered on behalf of their staff, they must disclose this on their menu. Restaurants must provide the service charge information on their menu cards. We stress that if the guest does not wish to pay the service charge, then we must happily waive it off from the bill. Or, if a customer mentions ahead of the bill that they would not like to pay a service charge, then it should not be charged.

Guests often pay the staff of a restaurant, hotel, or other similar establishments a service charge, also known as a 'tip'. Service charges are added to the bill at some restaurants and by food delivery apps. The proportion usually falls between five and 15 per cent of the total bill amount. In India and

“RESTAURANTS MUST PROVIDE THE SERVICE CHARGE INFORMATION ON THEIR MENU CARDS”

VIOLATION'

NEED OF CONSCIOUS CHOICE FOR BENEFICIAL POLICY

The hospitality industry has often clarified that a service charge is a part of the invitation offered by a restaurant to a potential customer, just like any other charge that is collected by an establishment. Customers are free to choose whether or not to visit the restaurant. Since a service charge is meant for the benefit of the staff, it is regarded as a beneficial payment. So, some businesses consciously choose to adopt a beneficial policy for their employees by guaranteeing them a minimum tip.

It is included in the bill as a separate fee to disclose to the consumers that a part of their payment will go to the staff member that has been serving them. Everyone employed by that restaurant, including the chefs, utility and service staff, shares in the service. Hospitality businesses operate on the basic tenet of *Atithi Devo Bhava*, and all establishments work with the motto of providing every guest a wonderful experience. The hospitality business



Sherry Bhatia
President, HRAWI

“THERE IS COMPLETE TRANSPARENCY WITH REGARD TO THE AMOUNT, THE RATE, AND THE PURPOSE OF THE CHARGE”

thrives on good customer experiences and positive word of mouth and publicity.

In some cases, a hotel or a restaurant may choose to include this amount in the bill itself, with the percentage ranging from 5 to 15 per cent of the total amount billed. It is up to the establishment to decide whether and how much to charge on the bill.

Levying service charges is a general practice adopted across the globe, and the practice is neither illegal nor in violation of any law. Each establishment is free to evolve its own policy in this regard. Also, a service charge is disclosed in advance and the same is clearly included as a separate heading in the bill as a 'charge', not a 'tax'. Thus, there is complete transparency with regard to the amount, the rate, and the purpose of the charge. Information regarding the amount of service charge is mentioned or displayed by restaurants on menu cards and is prominently displayed on the premises.

UBIQUITOUS ACROSS ALL SECTORS

Service charges are additional charges related to the purchase of a product or service. They are generally collected at the time the transaction takes place between the consumer and the company.

The banking industry charges a number of different service charges, which are typically set at a flat, standard rate. When we open an account with a bank, the bank charges a maintenance fee. This fee is debited from the customer's account. Banks also charge service charges for using the ATM of a competing bank or when initiating a wire transfer. Airlines also collect a number of service charges, some of which include oversized baggage fees, change or cancellation fees, early seat selection fees, and in-flight experience charges. The same is the case with the railways as well.

Likewise, in the hospitality sector, many hotels and restaurants charge a service fee, often in lieu of tipping. The



Surendra Jaiswal
President, HRANI

“IT IS VOLUNTARY FOR BOTH CONSUMER AND COMPANY”



delivery fee charged for ordering room service at a hotel or restaurant or a gratuity applied to the bill for a large group dining at a restaurant are examples of service charges, but they are voluntary for both the consumer and the company.

INDUSTRIAL RATES: HELPING HAND

HOSPITALITY NEEDS

Due to COVID-19, the hospitality sector has faced several challenges. The Executive Committee emphasises that granting industry status, which would subject hotels to industrial rates, has been an unabated request.



Vineet Taing
President
Vatika Hotels Pvt. Ltd.

ENABLING COMPETITIVENESS

the revival and growth of the industry, including making tourism a national priority sector and providing hospitality with infrastructure status. The biggest victory came in Maharashtra with the government's announcement of giving industry status to hospitality, which had remained just a promise for over 20 years. Aaditya Thackeray also reduced the number of licences from 70 to 10. The government also agreed to waive off the excise licence fee on a pro-rata basis, along with the roll-back of a 15 per cent annual fee increase for 2020. The time has come that other states must replicate this model.

GST rates and tax regime: There have been requests from our end that all F&B revenue of hotels be de-linked from their hotel room tariffs, and they are allowed

to charge GST at five per cent without ITC under the composite scheme and 12 per cent GST with ITC. Similarly, for standalone restaurants, FHRAI has asked that two slabs of GST rates be maintained as was done in the earlier Service Tax regime. We have also sought a reduction in GST on LPG used in hotels and restaurants from 18 per cent to 5 per cent to bring down the operational costs.

Export status: Keeping in mind the volatile economic conditions, the granting of export status with tax incentives and benefits would enable the sector to be more competitive.

Lending criteria: FHRAI has requested the government to classify hospitality under the RBI Infrastructure lending norms criteria for accessing long-term funds to enhance quality accommodation supply. This will lead to higher global and domestic travel demand. Currently, hotels built with an investment of ₹200 crore or more have been accorded infrastructure status. This threshold needs to be brought down to ₹25 crore per hotel to give a boost to hotels in the budget segment. This will also enable hotels to avail term loans at lower rates of interest and have a longer repayment period.

The past two years have been hard for the hospitality sector. The sector has reported losses of a whopping ₹1.40 lakh crore, with around 50 million jobs lost since the beginning of the pandemic, reports FHRAI. The association has made efforts by submitting representations and recommendations and meeting with various ministries to extend a helping hand towards the hotel and tourism industries. Some of the recommendations are:

Infrastructure and industry status: FHRAI submitted suggestions to the ministries of several states requesting

**“THE BIGGEST VICTORY
CAME IN MAHARASHTRA
WITH GOVERNMENT'S
ANNOUNCEMENT OF
GIVING INDUSTRY STATUS
TO HOSPITALITY”**

INDUSTRY STATUS IS IMPERATIVE

The industry has been grappling with several issues during the past two years. So many hotels have closed in the last couple of years, and one of the primary reasons has been the overhead costs, which have been spiraling. The sector generates millions of jobs directly and indirectly. However, it always gets second-class treatment from the government. There was nothing in the Union Budget last year either. Though FHRAI has made many representations to the authorities, nothing concrete has come out of it.

One of the long-standing demands has been to grant industry status. Electricity bills are soaring to unimaginable heights, and so are the water bills. The cost of running a hotel is going up day by day. If the industrial rates were applicable, it would mean a huge reduction in expenses and the bottom lines would improve significantly. Hospitality is a cash-intensive business. With the industry rates in play, the cost of land acquisition will come down massively.

Every hotelier borrows heavily from banks and other financial institutions. Interest rates are lower for industries as compared to other sectors. This would also translate into better margins for

hotels and positive for the workforce. The industry has a huge attrition rate. Trained staff are absorbed by other industries at a better pay scale. This will also help with staff retention.

“WITH THE INDUSTRY RATES IN PLAY, THE COST OF LAND ACQUISITION WILL ALSO COME DOWN MASSIVELY”



Param Kannampilly
Chairman & Managing Director
Concept Hospitality Pvt. Ltd.
The Fern Hotels & Resorts



Batch Starts
JULY 2022

COURSES OFFERED/BEGINNING

LEVEL 1 COURSE

Certificate Program In Home Professional Chef

LEVEL-2 DIPLOMA

In Food Preparation Cooking (Patisserie / Culinary)

LEVEL-3 ADVANCED LEVEL

Diploma In Food Preparation Cooking (Patisserie / Culinary)

ADMISSION OPEN

FACILITIES THAT ARE INCLUDED IN THE FEES ARE

- TOOL KITS
- CHEFS UNIFORMS
- STUDY MATERIAL

CALL NOW TO ENROLL

+91 9643469329, +91 9667199804

📍 DG II, Vikaspuri, New Delhi

Affiliated By





INSPIRING FUTURE INDUSTRY LEADERS

Hospitality professionals discuss the need of a robust approach to change the training dynamics and give young people an environment they can prosper in.



Sarbendra Sarkar
Managing Director & Founder
Cygnett Hotels & Resorts Pvt. Ltd.

CREATING A COMFORT ZONE

The hospitality industry has gone through a massive change in the last two years, and along with many other factors, the employee-employer relationship has gone down significantly. There has been a sense of insecurity to an extent, leading to challenges. For obvious reasons, the industry had to reduce its manpower strength while continuing to provide services as previously provided prior to COVID-19. This led to a fundamental shift as to how to offer the best in an optimal manner, retaining the

faith of customers as well as employees. The last two years had given them an impression of job insecurity and a strenuous work environment. Therefore, we have to change that perception diligently. It is our duty as hoteliers to offer a comfort zone to young people wanting to pursue hotel management as their career choice.

It is achievable. I feel that we need our communication to be honest and straight to their hearts, giving them the hope that they are part of this industry.

Sadly, we have to blame ourselves as an industry as several players have given the impression that the industry is a harsh environment for young people. I agree, it is a challenging zone and only people with great grit can weather the situations effortlessly. However, which industry is not when freshers enter to gain experience? I think we need to tell our story far more innovatively and sell it to good students who can understand the ethos of the industry and what it stands to offer to customers.

We need to have a robust approach to change the training dynamics and give young people, especially the students coming for industrial training, an environment where they can go back with a firm belief that they are made for this industry. I feel technology has an important role to play in this by adding up as a support system to ensure that hotels can run in a lean fashion yet do not burden individual professionals working therein. In fact, Cygnett Hotels and Resorts has been upfront about the use of technology so that this does not burn out the professionals.

We need our service offerings to be dynamic and easy. A lot of emphasis has to be put on training and giving young graduates/trainees a purpose so they understand their career path with the organisation. Jobs should be treated as

“WE NEED TO HAVE A ROBUST APPROACH TO CHANGE THE TRAINING DYNAMICS”

momentary and they should be shown the bigger career picture that lies ahead. Encourage them even if they leave you. Applaud them regularly. You will recognise them on social media. Try making them your brand ambassadors. Give them a good environment to prosper in and they will be the fruit of the future of your organisation.

I believe that social media is a boon that needs to be tapped into to ensure we have young minds in our fold. Make them your brand's torchbearer and tell/sell your real stories to customers. Let them propagate the hotel's culture. That will make them your own and you will not have to think of retaining them. They will be your brand.

ENCOURAGE, DEVELOP, EMPOWER

It is a bitter pill to swallow, but the corporate environment of hospitality is becoming less appealing to the current generation, who value freedom and creativity in the workplace, and as barriers to entrepreneurship have also lowered. At the same time, as the travel and tourism industries recover, there is a greater demand for young minds in their workforce. This presents a moment for the industry to introspect, as I feel the reality of the industry is different.

Our industry provides interns an opportunity to transform and choose their specific interests in hospitality as a career. The hotel industry as a career comes with its own perks and gives you the opportunity to work with colleagues from across cultures and geographies as well. It gives freedom of creativity to devise innovative strategies and independent thinking irrespective of designation and role. Creative minds are an asset to the industry as their unique ideas are able to bring about a change across various spheres of hospitality.

In recent decades, women have been actively contributing to the workforce. The contemporary global movement is for equal opportunities for women, and the industry attracts, encourages, develops, and empowers them in various developmental projects across the globe. Encouraging women to take over new positions in male-dominated occupations with management support and flexible working hours is one of our key aims at the Accor group. At Pullman and Novotel Aerocity, New Delhi, for example, we believe in providing similar opportunities to married women



Vineet Mishra
Cluster General Manager
Pullman & Novotel Aerocity, New Delhi

“A STRONG CULTURE OF LEARNING IS ONE SUREFIRE WAY TO KEEP STAFF ENGAGED WITH THEIR GOALS”

in order to have a balanced work life and enhance their participation. In the past few years, gender segregation has decreased, and 20 per cent of our leadership team are women. In fact, we are currently celebrating more than 100 women in our hotels. Career development is crucial to everyone. When it comes to hospitality, a strong culture of learning is one surefire way to keep standards high and staff engaged with their goal of moving upwards. And the youth represent the future of the hospitality industry.



Mark Willis, CEO, India, Middle East, Africa, and Turkey for Accor, observes how Indian hospitality sector is showing encouraging signs of recovery on the back of resilience during trying times.

RESILIENCE DRIVES INDIAN MARKET



Lipla Negi

Change is driving growth, creativity and innovation at Accor. "As we speak, we have 26 properties (5,146 keys) in the pipeline. Over the next 24 months, we are expecting to add six new properties to the network," shares **Mark Willis**, Chief Executive Officer-India, Middle East, Africa, and Turkey for Accor. Accor currently operates 55 properties across India and South Asia with 10,306 keys.

According to him, India is a "very resilient market" which is showing strong signs of recovery. As the brand continues to strengthen its portfolio in the country, Willis gives an insight into the new, advanced, and immersive world of Accor, where sustainability and hospitality go hand-in-hand.

MID-SCALE AND ECONOMY BRANDS

We are looking at opportunities to continue our expansion in the Indian market, across all segments and brands. Our mid-scale and economy brands, Novotel and ibis, have a high brand recall in India and a strong focus on the meetings and conventions market, as well as the wedding market. The Novotel network, with 21 operational hotels, forms the largest network of mid-scale hotels in the country, with properties in key cities such as Mumbai, Delhi, Bengaluru, Chennai, Goa, and Hyderabad. We also continue to look for the right partners as we expand our luxury brands such as Raffles, Fairmont, and Sofitel, after the successful response we received for Raffles Udaipur last year.

EXPANSION AND PARTNERSHIP

Over the next 24 months, we are expecting to add six new properties to the network, two of which will debut in leading two-tier markets within India—Novotel Bhubaneswar Janpath Road and Novotel Jodhpur ITI Circle. We will also continue to expand our ibis and ibis Styles brands in partnership with InterGlobe Hotels by adding three more hotels in the next two years to the existing portfolio of 20 hotels.





THE BOOM OF BLEISURE

We are starting to see that companies are resuming their in-person meetings and events. We have also seen an increase in travel being used to combine both business and pleasure by staying in a hotel or serviced apartment with loved ones and continuing to work remotely. As a result of this, we are seeing an increase in demand for long-stay accommodation across the country.

WEDDINGS GO HYBRID

The pandemic has brought many changes with it in the industry, especially for weddings. Novotel, one of Accor's brands, conceptualised 'Vivaah by Novotel' for contemporary virtual weddings, a concept that extends a hybrid approach to the festivities while offering an array of customised and flexible packages. We have also seen an impressive recovery and an uptick in bookings, which was primarily driven by leisure travel, and are optimistic about the market for the coming months. As a result of the leisure demand, we launched our Summer Offer, which gives the members of ALL-Accor Live Limitless up to 30 per cent off in hotels across India, the Middle East, Africa, and Turkey.

ALL ABOUT 'POSITIVE HOSPITALITY'

At Accor, sustainability is at the core of what we do, and a lot of conscious effort is being made to ensure that our operations are managed responsibly. With this approach, we launched the Planet 21 – Acting Here programme that endeavours to act for 'positive hospitality'. The programme is structured around six pillars: engaging our guests in a sustainable experience, co-innovating with our partners to open up new

“NOVOTEL NETWORK, WITH 21 OPERATIONAL HOTELS, FORMS LARGEST MID-SCALE HOTELS NETWORK IN INDIA”



“WE ARE SEEING AN INCREASE IN DEMAND FOR LONG-STAY ACCOMMODATION ACROSS THE COUNTRY”

horizons, working hand-in-hand with local communities, acting as an inclusive company for our people, moving towards

carbon neutral buildings, and striving for zero waste and healthy, sustainable food. Aside from the ongoing efforts, Accor's main goal for this year is to remove all disposable plastic from our hotels globally by the end of 2022.

COLLABORATION FUELS NEW IDEAS

During the pandemic, what helped us significantly was being able to bring out the entrepreneurial spirit within our teams and having our confidence in them while they tried new ideas, which also meant taking new risks. Our General Managers and teams took a collaborative approach, ensuring open communication and sharing best practices. Their grit and determination to succeed allowed them to be creative and come up with innovative ways of doing business. This gave birth to new concepts and products, be it dark kitchens for food and beverage delivery, virtual weddings, travelling with pets, workation in our facilities, and virtual concerts.

TECHNOLOGY TAKES LEAD

India is a very resilient market that is showing encouraging signs of recovery. We are confident that our industry will bounce back to full recovery soon. Touchless hospitality and innovation brought in by technological advancements have made operations more cost-effective and enhanced the guest experience. There is a lot of potential in this particular area to redefine hospitality and travel.

PANDEMIC SHAPES HOSPITALITY EDUCATION

Heads of premier hospitality colleges discuss how the pandemic has tweaked the learning curve for hospitality students, trends that boost talent, and top skills that recruiters seek.



Lipla Negi



FRESH DIMENSIONS OF CURRICULUM

Hospitality institutions needed to amend learning during the pandemic and move towards a hybrid model of education. As a result, COVID-19 has paved the way for new concepts, knowledge, and skills-instructing methods. We need to ensure that we do not go back to the old knowledge and skill imparting system alongside the inclusion of the latest trends, multi-skilled staff requisites, business acumen, entrepreneurial mindset, and study of consumer behaviour.

OPPORTUNITIES GALORE

Students need to be more focused on developing their creativity and risk-taking mindset. Recruiters seek students who have a well-rounded personality, are innovative, adaptable, and eager to learn and grow in the face of new technology. Hotels are always an attractive option for a career in hospitality, but emerging food and beverage (F&B) sectors, including cloud kitchens and consulting, are also attracting students.



- ▶ Digital advancements
- ▶ Guest behaviour study
- ▶ Self-learning/e-learning

“CLOUD KITCHEN AND CONSULTING ARE ATTRACTING STUDENTS”

EMPATHY NURTURES TALENT

The next phase of the pandemic should be about healing, along with the inclusion of young minds. Hotels and restaurants removed staff members in order to reduce operational costs, but their approach should have been more empathetic. Now the only option that remains is to



Arun Kumar Singh
Principal, FHRAI-IHM

re-employ them and, moreover, offer a good pay package as well as better working conditions for young professionals in order to keep them in the hospitality sector. Failing to do so would result in them moving to other sectors offering a better pay package and working environment. Better packages and opportunities for career advancement are trusted methods for retaining talent.



Kamal Kant Pant
Principal, IHM, Pusa



- ▶ Skill-based focused programmes, especially in culinary, beverages, and pastry domains
- ▶ In-house hotel operations training programmes by leading corporate houses
- ▶ Emergence of modular courses

HIGH ON HYGIENE PRACTICES

New education policies will pave the way for global players to enter the market while also adding value to skill upgradation and continuing education. The pandemic has added a new dimension to hygiene and sanitation practices. Sanitizers and other sterilising methods have now become an integral part of the curriculum.

GENERALISTS IN DEMAND

The pandemic has emphasised the importance of generalists rather than specialists in hotel operations. People who understand the big picture of hotel operations are in higher demand than those who specialise in particular areas.

“CAMPUS PLACEMENT PROCESS IS INCREASINGLY ADOPTING THE HYBRID MODE OF SELECTION”

GAPS: TIME TO UPSKILL

The current employment patterns have necessitated that young professionals not only become financially savvy and shift their focus from assured employment to gainful employment, but also take the gaps

in their employment and use the period to add value to their skill sets. They must not attach any form of stigma to the scenario of job loss, but rather use any downtime to add new skills to their portfolios.

NEW TRAITS TO GET SHORTLISTED

The mode of selection has undergone a sea change. Hybrid mode is increasingly being used in placements. Traditional qualities such as a strong personality and communication skills remain valued. New traits such as multitasking, data analytics flair, and teamwork skills have emerged.

CAMPUS PLACEMENT GETS UPDATED

e-Commerce managers, hospitality and soft skills trainers, marketers for vocational programmes, sales and marketing professionals for the HR verticals of the real estate sector, facility managers for corporates, hospitals, and telco firms, and retail managers are in demand.

TALENT WILL TURN THIS WAY

The first step in attracting new talent is to allow the situation to settle and the market to adjust to the manpower crunch. When the talent crunch in the IT and IT-enabled industries turns positive enough to capture the attention of the mainstream media, as it is currently, new talent will be drawn to the sector.

SHIFTS IN CURRICULUM

COVID-19 has impacted the curriculum and teaching pedagogy. Although virtual practical training with simulators and VR/AR software has been seen in some contexts, acquiring practical skills remains a challenge. Traditionally, the sector prioritised four skill development areas: front office, housekeeping, food production, and F&B service. Future skills training should focus on health and hygiene skills, contactless customer service skills, and digital skillsets.

CHANGING WORLD OF WORK

Students without prior job experience are recruited. It is tough to make the shift from handholding to self-development. The initial euphoria of being chosen for campus placement fades quickly, and the realities of work life cause many to want to quit. Young people must be prepared in terms of knowledge and skills, as well as aspirations.

RECRUITERS SEEK DIVERSITY

Although there has been a substantial recovery in inbound tourists, with occupancy levels close to 2019, a scarcity of applicants in the job market is forcing



**TOP
TRENDS**

- ▶ Digital learning
- ▶ Online experiential learning
- ▶ Phygital learning
- ▶ Contactless customer service skills



Dr. Amitabh Dey

Principal, IHMCATN, Guwahati

“HOUSEKEEPERS ARE MOST IN DEMAND, FOLLOWED BY FOOD SPECIALISTS”

them to slow down. Hence, recruiters seem to be looking for any level of hospitality student, from craft courses to diploma or degree holders with basic spoken English skills. Recently, candidates from India's north-eastern states have been considered.

HOUSEKEEPERS IN DEMAND

Housekeepers and food specialists are in high demand. Food delivery is also gaining traction.

UNPLEASANT REALITY

Unfortunately, new graduates from hotel management schools are looking for work in other sectors. In the long run, job security, a decent pay package consistent with rising costs, career growth chances, and a part of the company's profit may be a few steps to lure talent.



Sharada Ghosh

Principal, IHM, Bhubaneswar

MORE FOCUS ON TECHNICAL SKILLS

The current emphasis is on using AI and VR. Since the industry still needs a human touch, educational institutions must focus on imparting more soft skills. With the help of technology, a student entering the sector should be more adept at providing efficient service. Most guests will be from Gen Z, and the staff will be from the same generation. Therefore, the education system should prepare students to operate in a high-tech setting.



**TOP
TRENDS**

- ▶ Diversification from traditional jobs to service-oriented jobs
- ▶ Hybrid mode of transfer of knowledge
- ▶ Short-term craftsmanship courses
- ▶ Social media management is part of the curriculum

“STUDENTS GRADUATING FROM HOTEL SCHOOLS SHOULD HAVE A MORE HOLISTIC APPROACH”

MULTIDISCIPLINARY COURSES

The industry's future remains uncertain and fewer students are choosing hospitality courses. The pandemic's bright side is that many budding hoteliers started their own ventures. More digital marketing on social media handles has aided young minds in shifting from their core fields to blogging, food photography, videography, and graphic design. It is critical that all institutions work together to shift the focus of hospitality toward technological awareness and soft skills development. Educators should explore creating interdisciplinary or multidisciplinary courses that include technical breakthroughs.

ALL EYES ON EVENTS

The industry is no longer restricted to just selling rooms and F&B. Events are bringing in most of the business, where a large number of workers are required. Another major chunk of employment would be in the unorganised sector and hotels below three-star, wherein students completing a short-term diploma in specific areas would be the right fit.

ULTRARINSE™

**ONLY FROM T&S
GREAT FOR RINSING PRODUCE
AND THAWING FOODS**



**Committed to quality and reliability
for more than 75 years,
here in India and around the world.**

T&S Brass and Bronze Works is proud to offer a complete selection of durable, high-quality products designed to help foodservice facilities, save water and energy for years to come.

FEATURED CATEGORIES



Pre-Rinse Units



Manual Faucets



Glass Fillers



T&S WaterWatch



Sensor Faucets



Waste Valves



Portable Handwashing Stations



Washdown Solutions

Visit us at :

**India International
Hospitality Expo 2022**

Booth No. H9-04/11

August 3-6, 2022
India Expo Centre and Mart,
Greater Noida, Delhi NCR

♥ **Siddharth Baluni**

North & East India
+91 98110 37204
sbaluni@tsbrass.com

♥ **Yash Anand**

Western & Central India
+91 77095 86000
yanand@tsbrass.com

♥ **Akash Prasad**

Southern India & Projects
+91 70225 69150
aprasad@tsbrass.com



**RELIABILITY BUILT IN™
www.tsbrass.com**

FOCUS ON FLEXIBILITY

The post-pandemic curriculum in the institute is more student-centric with a focus on multi-skills, digital skills, flexibility and adaptability skills, critical thinking skills, entrepreneurial skills, and leadership skills.

TECH RULES RECRUITMENT PROCESS

Following the pandemic, the recruitment process has shifted to a virtual mode, with only a few companies physically visiting campus. Recruiters are now looking for students who are tech savvy with robust technological understanding, have the right skill sets with an elevated bar for hygiene, and most importantly, have the willingness to adapt to a fast-paced environment.

JOBS IN DEMAND

Food and beverage retailing, branded product retail stores and malls, cloud kitchens, fine dining restaurants, and quick service restaurants.

GEN Z WANTS WORK-LIFE BALANCE

Today, even entry-level job seekers want



TOP TRENDS

- ▶ Blended or hybrid learning
- ▶ Digitalisation and use of AI
- ▶ Transferable skillsets

“RECRUITERS ARE NOW LOOKING FOR STUDENTS WHO ARE TECH SAVVY”

a better work-life balance and more flexibility in their schedules. Millennials and Gen Z will be the predominant work force in hotels in coming years. Millennials and Gen Z have different sets of values than previous generations. They are more vocal, are financially and socially



Sitesh Srivastav

Principal, Dr. Ambedkar IHM, Chandigarh

more secure, and will leave a company if it does not match their values. Hotels need to reinvent their human resource policies with flexible schedules and do away with long work shifts. Young generations are eager to work hard and take on new challenges, but they are unwilling to compromise on their core values. Hotels have to develop a workplace culture that is employee-centric for the current generation.



Pulkit Bhambhani

Principal, IHM, Gwalior

ROAD TO SUCCESS

The hospitality profession needs hands-on training skills, which have been hampered due to the pandemic. Students who chose kitchens and F&B service have lost confidence. The profession requires a lot of physical and mental stamina due to long working hours. Thus, the current batch may struggle with work pressure.

EXPECTATIONS AND ASPIRATIONS

Today's youth needs to focus, be decisive, and always have a hunger to learn and



TOP TRENDS

- ▶ More and more interactive sessions with hospitality leaders are being encouraged who visit the institute/colleges. They interact with the students and faculty, share their experience and success stories, and motivate them
- ▶ Phygital classroom
- ▶ Impetus is given to the new fields in hospitality, such as start-ups, food styling, food photography, bar showmanship, etc

“OUR WORLD IS RAPIDLY MOVING TOWARDS MULTI-SKILLING”

adapt. Moreover, they should stop comparing hospitality with other sectors.

EVOLVED RECRUITMENT PROCESS

Visible changes in the current recruitment process are: most hotels nowadays prefer to place students as job trainees rather than associates; and retail sectors, including food retail, have emerged as the biggest employers.

MULTI-SKILLED IS THE BUZZWORD

The industry is set to grow tremendously in the near future. I see a lot of demand for good talent in all verticals. Our world is rapidly moving towards multi-skilling and multi-tasking. There would be situations where you would be required to work in two or three different areas of operations in a single day. In many hotels, high-potential, adaptable, and multi-skilled individuals are given preference.

SCOPE FOR IMPROVEMENT

The human resource policies in the hospitality industry need to be reviewed and revised, which should be on par with other industries. A policy may be formulated in which there should be a provision for time-bound promotion.

Maharashtra

grants

Industry Status

to all approved hotels

To avail the benefits of industry status,
hotels need to register with Maharashtra Tourism

Hotels in the districts of
Konkan, Nasik, and Pune regions
may contact us for more details



+91 9871003279, support@qualstar.co.in, subha.bhaskar@qualstar.co.in

SERVICE CHARGE IS IT (UN)FAIR?

The hotel and restaurant industries are divided over whether they should (or should not) levy a service charge on the total bill. Here, we look at the matter beyond the binary of fair and unfair.



Lipla Negi



To be or not to be. After the CCPA's latest guidelines on service charges, many restaurants and hotels find themselves staring at this question in perplexity. Under this guideline, the Central Consumer Protection Authority (CCPA) has barred restaurants and hotels from levying service charges automatically or by default on the bill. With this, the top consumer authority has turned service charge into an act that is voluntary, optional, and totally at the consumer's discretion. As expected, it has created an uproar, receiving both criticism and support in response. Clearly, it has got the industry divided. We asked a few stakeholders to look at the matter beyond the boundaries of fair and unfair and explain its impact and repercussions.

IN ALL FAIRNESS...

Many feel that it was not right how the CCPA's guidelines placed service charges in the category of unfair trade practices. According to restaurateurs, service charges are a universal practice that plays an important role in the welfare of their employees. It makes for their bonus at the end of a hectic day or month, or gets added to their gratuity amount. The sentiment reverberates through a whole section of business owners, especially those with standalone establishments. *Those not in favour of the guidelines believe...*

THE MOVE IS DISCRIMINATING

"The CCPA guidelines are discriminating against the industry on two accounts. First, it is rampant in many other industries, so why are only hotels and restaurants being targeted? Secondly, it is a restaurant's right to conduct its business in a particular manner. It is a globally accepted practice and has existed for 50 years without any curbs. Most of the guidelines were already being followed by restaurants anyway. If a guest had a problem with a service charge, restaurants used to remove it from the bill. As a result, there will be two classes of restaurants: one that would make it voluntary, optional, or at the discretion of the customer, while the other will increase the menu price. But there are challenges here too. One cannot simply increase the price because that would impact the revenue share agreement with the landlord in some cases. The same revenue is subjected to commission by the aggregator. If a service charge is added to the basic price, then the commission will go on the entire



Pradeep Shetty
Sr. Vice President, HRAWI

amount. We are studying the matter and will go back to the authorities with our suggestions and objections."

— **Pradeep Shetty**
Sr. Vice President, HRAWI

IT IS CREATING CONFUSION

"We have directed our members to not charge till we receive more clarity on this matter. In my opinion, it should be allowed. Railways and airlines, among others, levy service charges, so why just pinpoint hospitality? I feel that making it voluntarily will open up a floodgate of



Pranav Singh
Vice President, HRAEI

problems. There will be a lot of confusion. It should be clear-cut and equal for all."

— **Pranav Singh**
Vice President, HRAEI

JUST GUIDELINES, NOT A LAW YET

"It is not a law yet. In Punjab, there were very few businesses that were taking service charges. Now that is also removed completely. Consumers didn't have a problem with the service charge. An issue is being created out of this. For the moment, we have asked all establishments under our association to display the information. However, people are already very well aware of it. We are planning to counter CCPA's guidelines in court."

— **Amarvir Singh**
EC Member-FHRAI & Hony. Secretary, HRANI



Amarvir Singh
EC Member-FHRAI & Hon. Sec., HRANI

IT IS HALF-BAKED

"To charge or not to charge a service charge is the right of the individual business. The government has no authority to impose a sanction on this. And what they have now proposed is once again half-baked and fluid, which is only adding to the overall confusion and pitting the guests against the service providers. The intention of most establishments is to distribute the service charge amongst the staff and not add it to their bottom line. Raising prices results in extra income for the establishment, which then goes directly



Himmat Anand
Founder, Tree of Life Hotels & Resorts

to their kitty. OTAs and airlines are free to charge a service fee of ₹300 every time we book an airline ticket with them online. There is no staff, manual labour, or service involved. But that is allowed by CCPA! Why? Delivery apps charge you a packing fee and a delivery fee—how is this allowed? Let me be honest. It is not all establishments that distribute the full service charge to the employees. Many use it as a source of additional revenue for their bottom line. There is no way this practice can be controlled. It unfortunately only gives a bad name to the industry. The only losers in this whole game will be the employees working in restaurants. Their total take-home pay consists of their salary plus a service charge. With the elimination of the service

charge, establishments will be forced to compensate by increasing salaries, which they will then have to offset by raising menu prices or reducing margins. This is again a call that each establishment will have to take on its own.”

— **Himmat Anand**
Founder, Tree of Life Hotels & Resorts

WORRISOME FOR THE EMPLOYEES

“The legality of levying service charges has been considered and addressed by the Supreme Court of India, high courts, the National Consumer Disputes Redressal Commission, the erstwhile Monopolies and Restrictive Trade Practices Commission, and the Income Tax Appellate Tribunal and has been upheld in various judicial pronouncements. It is legal and an additional part of the wages we pay our teams. Removing service charges is very worrying for the huge labour force



competitive environment. Tipping culture does not exist in India, and only a few guests would tip more than 5 per cent, so the service charge came into play. In any market, the price is set by the seller, and the buyer decides if they want to make

ABSOLUTELY NO SERVICE CHARGE

“I have never charged a service charge at my establishments and, in fact, have always left it to the discretion of customers. I am an advocate of no service charge. If customers get good service,



AD Singh
Founder & MD, Olive Group of Restaurants



Swadeep Popli
Founder, The Chatter House



Nitin S Kothari
EC Member, FHRAI

the industry employs and their families. With our help, they are slowly recovering from the impact of COVID-19, and now this will be a crippling turn for them.”

— **AD Singh**
*Founder and Managing Director,
 Olive Group of Restaurants*

WE ARE BEING SINGLED OUT

“A service charge is a democratic and fair practice as it rewards the entire team, as opposed to tipping, which benefits only the server. We have removed the service charge entirely as of now and will be increasing prices to compensate for the lost revenue. We have decided not to keep it optional to avoid confusion or embarrassment for our servers as well as our guests. Diners are free to tip as usual. This will impact their income, and the industry will become even less attractive as a career option. Restaurants have thin margins and operate in a highly

the purchase. A service charge has always been declared on the menu. A VAT of 25 per cent is termed legal even though it is put on top of the menu prices. From what I would like to believe, most restaurants distribute amongst their staff at least 50 per cent of the service charge collected, if not the entire amount. The rest is also used for employee benefits.”

— **Swadeep Popli**
Founder, The Chatter House

THE OTHER SIDE OF THE COIN

There is a section of the industry which feels the issue is being blown out of proportion. Many business owners believe that a service charge should not be forced on a customer by making it a mandatory addition to the bill. This should remain between the staff and guests, as the interaction between them determines the quality of service. *Here is what those in favour of the ban have to say...*

they will reward the staff. It is a practice in many countries to levy a service charge on the total bill, such as Singapore, where restaurants take around a 10 per cent service charge. I am not in favour of it. We give handsome bonuses every year to our employees and give gratuity too. But when you put it on the bill, the customer has no choice but to pay it. We have a box in the dining hall, and all the money that employees get as tips goes into this box, and then it is shared among the employees. Leaving this option to the customer does not mean that you are depriving the staff of the tip.”

— **Nitin S Kothari**
EC Member, FHRAI

GO WITH THE SENTIMENT

“It should be left to the discretion of the customers. Right now, it is just a guideline and not a law. At my own establishments, we never had a service charge. This



Nirav Gandhi
EC Member, FHRAI

guideline will largely affect standalone establishments. At the moment, we have advised our members to go with the sentiment and remove the service charge from the bill."

— **Nirav Gandhi**
EC Member, FHRAI

TAKE A HUMANISTIC APPROACH

"It is the media that rigged this issue up in a way that it is not. We need to understand the background first. For a long time, remuneration in the industry has been designed in such a way that employees get a good part through gratuity. People at the frontline, who are not upwardly mobile and stuck in a position for life due to a lack of educational qualifications, depend heavily on the gratuity amount or tips. The service charge collected is distributed

CCPA GUIDELINES

- No hotel/restaurant shall automatically or by default levy service charge in the bill.
- Any other entity shall not collect a service fee from guests.
- No hotel/restaurant shall force a guest to pay service charge and shall clearly inform them that the charge is voluntary, optional, and at the consumer's discretion.
- There shall be no restriction on entry or provision of services based on the collection of service charges.
- The service charge will not be collected by adding it to the food bill and levying GST on the total.

among the frontline staff. Even though we tell our students who aim to climb the ladder that the service charge does not belong to them, it is for people who do all kinds of jobs at an establishment and are poorly paid. In some countries, where it is formalised, a part of the service charge goes to the management



Kamal Kant Pant
Principal, IHM, Pusa

and the other part to the employees. In some of our neighbouring countries, it is a well-accepted practice, such as in Nepal. A few years ago, I was in Holland for a hospitality conference. There, I saw people happily giving tips to the cleaner at a public toilet. Almost everyone using the public utility service gave a tip voluntarily. When I asked fellow participants about it, they said that there is no rule and nobody demands it. But, it is the culture that they have inculcated. Across Europe, street musicians are given handsome tips by tourists and natives for keeping the culture and streets alive. Likewise, we need to look at the people at the frontline of the hotel and restaurant industry without the tinted glasses of this controversy."

— **Kamal Kant Pant**
Principal, IHM, Pusa



YOUR THOUGHTS, OUR DESIGN

(TABLE SERVEWARE || ROOM AMENITIES || TABLE DÉCOR)

WE BRING YOU ARTISTICALLY INSPIRED ONE OF A KIND PRODUCT THAT IS BEAUTIFUL IN ITS SIMPLICITY



CONTACT US: NIDHI GOEL, NIDHI@STRAWBERRYCOLLECTIVE.COM, 9899101710

What will be wellness tourism look like in India this year?

Heidi Grimwood:

Wellness tourism will be a popular option in India. In COVID-19 times, people are more conscious about seeking a natural approach to their health concerns. A new generation of mindful travellers is emerging, and people are looking for more health-promoting breaks. They are looking to connect with the mind, body, and soul at their travel venues.

Shiv Bose: If early indications are correct, it will certainly rise. The surge of resorts and wellness centres is on the rise, and even business hotels are inculcating healthy menu options and rejuvenation packages for the discerning traveller.

What are your new offerings for wellness tourists?

Grimwood: We offer daily fitness and wellness activities to our guests as well as regular wellness workshops, which include self-massage techniques, sound



Heidi Grimwood

Vice President of Spa, Atmosphere Hotels & Resorts and The Ozen Collection, Maldives

“New generation of mindful travellers is looking for health promoting breaks”

healing, floating meditation, meditation techniques, how to make your own spa products at home, and insights from our resident and visiting practitioners.

Bose: Being a resort, we have the luxury of space and our location, with the surreal backdrop of the Mandovi River and the lush landscapes, adds to the experience. We are nature's abode, with greenery all

WELLNESS ON THE MIND OF TRAVELLERS

Wellness tourists look for more immersive experiences rather than just relaxation, parties, or luxury breaks. They seek locations where there is focus on activities, especially those connected to fitness, health and wellbeing, say experts. They also share their views on other issues related to wellness tourism.



Janice Alyosius



around and a river in the vicinity. From healthy food offerings under the *Aayush* banner to wellness offerings at the recently launched Elle Spa and Salon, the resort has a host of considerations for vacation seekers. Our infinity pool provides the much-needed serenity to travellers, and customised workout plans are listed for the enthusiasts.

What are your expectations from the Government of India?

Grimwood: It is important to make wellness tourism all inclusive. We need to give travellers options for sampling wellness from fully immersive programmes. Everyone has different needs; some people simply want to try a few wellness activities and therapies to see if they like them. We should make it accessible for all entry levels.

Bose: Adoption and accessibility are the two factors that need attention. While the former is becoming more popular among new-age travellers, the latter needs to be expanded to include more working-class establishments that provide wellness. The beacon needs to be brighter on the guidelines to drive standardisation and

uplift standards, thereby tagging such centres differently. It is imperative that the government envisages marketing them under the Incredible India campaign to promote tourism in this sphere.

How popular is wellness tourism in domestic and international markets?

Grimwood: Wellness tourism is forecasted to grow even faster by 2022 and reach US\$ 919 billion, with an annual growth of 7.5 per cent. While North America is driving the most wellness tourism revenues of US\$ 242 billion annually and Europe is clocking the most wellness trips, the Asia-Pacific region is the eye-opening growth leader, according to the Global Wellness Institute. While wellness tourism is mostly concentrated in North America, Europe, and Asia-Pacific, the top five countries—the United States, Germany, China, France, and Japan—represent 59 per cent of the global market. But things have been changing over the past three years, with both China and India shooting up the ranks.

Bose: In COVID-19 times, the resurgence of travel is attributed to domestic travel. Currently, our resort is



Shiv Bose

*General Manager, DoubleTree
by Hilton Goa – Panaji*

**“Wellness Tourism
will certainly go up in
2022 if early indications
are to go by”**

solely reliant on domestic travel and our marketing efforts are geared towards this endeavour. Inbound is a trickle and not significantly large enough to form a share. We have been clocking more than 3,500 room nights every month from domestic travel. The monthly rise is significant.




introducing...
INDIA'S FIRST 100% ECO-FRIENDLY
COMPOSTABLE GLOVES
Horeca's Ideal Choice For Sustainable Hygiene



GREENWARE

**Looks like Plastic,
Feels like Plastic
But does not take 100 years to degrade..**

www.getgreenware.in | editya@getgreenware.in | M:- +91 99233 32321



AN URBAN OASIS

Betting big on travel trends such as bleisure & drivecation, Courtyard by Marriott Aravali in Faridabad, Haryana, eyes Delhi-NCR's leisure & wedding market.

 **Lipla Negi**

The boom in the leisure segment continues to entice hotel chains to explore new offbeat destinations and add new properties to their expanding portfolio. Situated amidst the foothills of the beautiful Aravali ranges, the 158-room Courtyard by Marriott Aravali Resort opens its doors to guests looking for a quick escape that is out of the city and yet a short drive away from the capital region. "There is a big population in the mid-range that wants an affordable resort experience, and Courtyard Resorts offer great value for money," says **Arun Kumar**, Market VP— North India, Nepal and Bhutan at Marriott International.

The resort underlines a 'first' for both the American hospitality major and its Indian investor. While it is the very first Courtyard Resort in India, the property

also marks the entry of Mankind Pharma, the third largest pharmaceutical company in India, into the hospitality industry. Speaking about this new addition to the brand's portfolio, **Ranju Alex**, Area Vice President, South Asia at Marriott International, said, "The opening marks the 23rd Courtyard by Marriott property in India, attesting to the robust growth and popularity of the brand in the country. Our select service portfolio is also driving momentum for growth in the region with an exciting pipeline. We look forward to continuing to expand consumers' travel choices by bringing guests a diverse range of experiences in the region."

The resort seamlessly blends the natural beauty of the Aravali ranges with resort hospitality to attract families and corporates alike. Spread across eight acres, the resort boasts some unique features

such as family rooms with bunk beds for kids, a multi-tier swimming pool, more than 21,000 sq. ft., of banquet space and a 360-degree walking trail. With an inventory of 158 rooms and ample banquet space, the resort aims to become the go-to MICE destination in the Delhi-NCR region. The space includes five multi-functional rooms equipped with top-of-the-range technology and 11,000 sq. ft., of lush outdoor lawns, ideal for weddings and other social events. The hotel is perfect for our independent, forward-thinking guests who want to pursue their personal and professional passions while on the road. From rooms to food, it has been designed to cater to the needs of the modern traveller who does not mind combining work with relaxation," said **Rajneesh Kumar**, GM, Courtyard by Marriott Aravali Resort.



Drop-in Heated Ceramic Tops

CORNELL INDIA

82 96 22 33 77 | reachus@cornellindia.in | www.cornellindia.in

RAINWATER HARVESTING IN HOSPITALITY

Multi-pronged water management strategy is aimed at reducing water consumption by harvesting rainwater, writes **Rajneesh Malhotra**, COO, Chalet Hotels.



Water is considered an everlasting source that is replenished naturally. However, several cities across the globe are facing acute water shortages. Effective water management is the need of the hour to deal with the emerging grim situation. Rainwater harvesting is not new to India. However, the country is said to only capture 8 per cent of its annual rainfall as most of the water is lost and dissipated into the sea. It is alarming since this water can be used to recharge the groundwater through rainwater harvesting. As per the Sustainable Hospitality Alliance, in areas with limited water resources, the water consumption of a hotel can go up to 1,500 litre per room per day, far more than the local population. Tourists in certain areas use an average of nearly eight times as much water as the local population does, which is why the Indian Ministry of Tourism made it mandatory in 2018 for all hotels at the project stage or star classification/re-classification stage to include rainwater harvesting systems in their infrastructure.

Rainwater harvesting helps lower the ecological footprint by providing a sustainable and renewable water source. While groundwater is considered a non-renewable resource, rainwater harvesting is one of the most traditional and sustainable methods. It reduces dependence on external water sources, as rainwater can be easily stored and used for any purpose, including drinking (of course, after proper treatment). Harvesting is easy and low-

cost as the rooftops can act as a simple catchment area for the rainwater, which can be easily linked to the simple filtering and storing systems.

Hotels, being large consumers of water, must focus on sustainable usage and ensure their impact on the environment is minimised. Several hotel companies have acknowledged the need to conserve water and have taken several steps toward sustainability.

At Chalet hotels, sustainability

“SEVERAL HOTEL COMPANIES HAVE ACKNOWLEDGED THE NEED TO CONSERVE RAINWATER”

is part of our vision statement. It is entrenched in the business philosophy and integrated into the plans right from the design initiation stage of projects and through their life cycle. As part of our sustainability initiative, rainwater harvesting is a very important aspect of our water management strategy. Chalet's multi-pronged water management strategy is aimed at reducing water consumption per available room with a zero-discharge of wastewater achieved by

recycling 100 per cent of water and harvesting rainwater. All Chalet hotels are equipped with a rainwater harvesting system, wherein rainwater collected in the harvesting tank is pumped to the water treatment plant for filtration through a series of filters including sand filters, carbon filters, and UV filters. The rainwater harvesting systems at Chalet properties such as JW Marriott Mumbai, Sahar, and Novotel Pune Nagar Road have storage tanks of up to 100KL to recharge their groundwater levels during the monsoon, while Four Points by Sheraton Navi Mumbai, Vashi stores harvested rainwater in a 20KL tank, which is then used for flushing needs.

Water recycling is an effective way towards sustainability. Green thinking and the deployment of cutting-edge technologies could pave the way for a new era of rainwater harvesting. Water harvesting is currently limited to non-potable uses in most commercial buildings. Despite this, the benefits of rainwater harvesting in the hospitality sector are both practical and economical, thus triggering a lot of innovation.

PEDAGOGICAL FUSION IS THE FUTURE

Hospitality education institutes should collaborate with technology companies to allow students to effectively utilise technology when they enter the industry, opines **Amlan Ghose**, MD, Prologic First.



Amlan Ghose
Managing Director, Prologic First

Are hotel management institutions, their infrastructure and curriculum in line with technological advancements?

Institutions in India have focused more on hotel operations and less on technology or back-office functions, which can strongly impact both profitability and efficiency. Contrast this with Emirates Academy in the United Arab Emirates, which has a highly respected faculty member dedicated to educating students and collaborating with industry on equipment and investment to support their initiatives. Given our growing dependence on technology, institutions could help by educating students and driving innovation and change. Hospitality education institutes should collaborate with technology professionals and firms to allow students to effectively utilise technology when they enter the industry.

The New Normal is all about hygiene and touch-less tech. What education should the new gen be imbibing?

These are two separate aspects. Hygiene has always been important and all hospitality training does or should focus on it. Touchless technology is for operators and managers to invest in. I can only comment on the latter. Contactless technology is reduced to PDF menus in most dining outlets, and contactless check-in/check-out are symbolic. No wonder the adoption rate by guests and diners is low. Owners/operators need to up their game and provide real convenience to guests. The younger generation in hospitality must adapt to the demands of newer generations of hotel and restaurant guests for more mobile functionality, more efficient service, and a focus on experiences and personalisation,

all of which are inextricably linked to technological advancements.

What are the challenges faced by hotels in implementing these changes?

What they need to do is to deploy technology that attracts users. This also differs from establishment to establishment. The challenge is to identify what technology can benefit your operations, choose the right technology partner and product, and ensure that

your team and guests are able to get the desired results and use the technology to optimum levels.

What do you think hospitality tech solution companies such as yours can do to enhance the quality of education?

We would be happy to collaborate with institutions by providing new-tech solutions, assistance in training, and by investing in student projects. We invite institutions and hospitality establishments



“WE INVITE INSTITUTIONS AND HOSPITALITY ESTABLISHMENTS TO APPROACH US WITH EDUCATION, TRAINING, AND UPSKILLING PROJECTS”

to approach us with education, training, and upskilling projects, and we will gladly participate. Hospitality students need to be comfortable with technology and be aware of it and the benefits. Technology today is not restricted to the IT department; every department and every hospitality professional can use and benefit from it. Institutions and educators play a leading role in laying the foundation of technology awareness, adoption, and evolution.

Orange Tree's home décor accessories

◆ OBEETEE's Gypsy Oasis Collection is inspired by the decorative traditions of the old Ottoman Empire, as well as the free spirit of the gypsy soul. Rugs in the collection exemplify the traditional legacy of the Khotan and Oushal designs while incorporating a modern twist. They have a typical bohemian charm and are crafted with meticulous precision and artisanship on silk and wool canvases. With over 25,000 artisans dedicated to the creation of remarkable carpets, OBEETEE boasts a community that supports its existence and excellence, and the Gypsy Oasis Collection is an incredible extension of that.



Javi Home unveils Kilim rugs collection

◆ Javi Home has launched its handcrafted Kilim collection of rugs that pays respect to the carpet-weaving techniques of the Ottoman Empire and the shared textile traditions of Turkey and India. With soft colors, soothing tones, and patterns of playful geometric abstraction, the collection is designed to blend into the minimalist contemporary interior while remaining true to its tropical Indian roots. The collection comprises four designs, with motifs inspired by the nature of human emotions, visualised as sharp geometric forms woven in traditional flat-weave techniques.

Nestasia launches glassware

◆ Summer is a reminder of everything fresh, vibrant, and happy, so why have your favourite chiller in boring old glassware? Instead, wow guests and beat the heat with super cool glassware from Nestasia that adds flair to an ordinary beverage. Contemporary designs augmented with immaculate craftsmanship and exceptional quality are a true expression of indulgence and refinement. Nestasia provides a motley of drinkware that can be a timeless addition to any home with modern sensibilities or a perfect gift for a stylish host with their unique and elegant aesthetics.





Vishram by Woodlabs

◆ Helping you rest, relax, and indulge in some self-care is the newly launched collection from Bengaluru-based design studio Woodlabs, which was founded by Deeptashree Saha and Abhirup Dutta. Aptly titled Vishram, these thoughtfully designed pieces are a perfect combination of form and function. Ergonomically designed for comfort, the pieces allow for different postures of lounging and relaxing and are just perfect for unwinding after a long day. The eclectic collection consists of multi-faceted pieces, which include a bench, swings, a day bed, and a lounge chaise. "Crafted in solid teak wood, each piece is replete with traditional joineries and is finished with a natural oil, ensuring the pieces we make have a certain humbling experience," said **Deeptashree Saha** and **Abhirup Dutta**, Co-Founders, Woodlabs.



The Vignola collection by GRAFF

◆ GRAFF introduces its Vignola Collection, named after famed architect Jacopo Barozzi Vignola, considered one of the greatest Italian architects of the 16th century. Inspired by Bologna's iconic porticos, the collection effuses a rich sense of heritage with an exquisite silhouette that is both classical and modern. The Vignola collection is available in 21 luxury finishes. The luxurious Tuscan marble inserts and metallic finishes recall timeless architecture and ignite design inspiration. There are more than 65,000 customisation possibilities with the Vignola collection. The Vignola Collection's architectural inspiration is beautifully complemented by GRAFF's award-winning European design artistry. Vignola's finely crafted details are superbly supported by precision engineering, use of premium materials, and technological expertise.

Ozone Group partners with Kubik

Ozone Enterprise Group has announced its partnership with the brand Kubik, a market leader for glass partition systems in India. "We aim to be the market leaders for new-age partitioning systems for various applications. Kubik has the product range, technical expertise, and manufacturing ability to make this happen," said Alok Aggarwal, MD, Ozone. KUBOZ ARC (P) Limited, is the corporate entity which will take this business forward. It has been created to promote the business and brand Kubik. "We are excited about the new partnership with Ozone. The brand presence, large product portfolio, distribution and customer relationships, and regional warehouse will be key strengths and differentiators for Ozone. Kuboz signifies the best of both worlds – Kubik and Ozone. And from being a market leader in India, we will establish ourselves internationally," said Jimesh Shah, Founder of Kubik and now the Managing Director of Kuboz.



CONSERVING NATURE ON WORLD NATURE CONSERVATION DAY

Aditya Rajesh Daga's Greenware has developed biodegradable gloves that can help conserve mother earth. These gloves decompose within a year, unlike traditional plastic.



World Nature Conservation Day is an attempt to recognise the importance of a healthy and well-functioning environment in maintaining a stable and productive human society. Aditya Rajesh Daga's Greenware has developed biodegradable greenware gloves that can help conserve mother earth. These gloves decompose in less than a year, unlike traditional plastic, which takes thousands of years. Climate change is no longer a future thing. Businesses need to change their attitude towards nature. Greenware is continuously helping businesses to adopt green behaviour by providing eco-friendly products. Apart from nature, businesses themselves benefit.

REDUCE YOUR EXPENSES

By utilising it, one can reduce the expense of a greenware glove. You may



Aditya Rajesh Daga
Founder, Greenware



GREENWARE

India's Most ECO- Friendly Gloves

“GREEN BEHAVIOUR IN A COMPANY WILL BUILD A HOLISTIC IMAGE IN THE EYES OF THE CUSTOMER”

immediately throw the gloves without thinking about the rest.

GREEN BRAND

Green behaviour in a company will build a holistic image in the eyes of the customer.

SUSTAINABILITY

The greenware gloves degrade quicker, have a lower carbon footprint, and contribute to developing a green economy or an environmentally sustainable economy.

Visit: www.getgreenware.in

myhotelCRM


A Unique Workflow for Each Customer.



Solutions Built Around your Workflow and Processes

+91 9869548127 / 8850397914
✉ sales@bingoforge.com
🌐 <https://bingoforge.com>

Classifieds

Hotels , Resort's, Restaurant & Commercial Spaces BUYING, SELLING & LEASING WITH PURPLE (Right price **for your Property. Property for you at the Right price**)

Purple coordinates the Purchase, Sale & Leasing of Hotels, Resorts, Restaurants & Commercial Properties on a pan India Basis



☎ : **7893849994 / 7893803131 / 7893803232**

Email: purplehospitalityservices@gmail.com
www.purplehospitalityservices.com



Ravichandran, (CHA, MIH)
CEO and Co Founder



PACKAGES START FROM
₹60,000 offer valid for 6 months from issue date.

PHOTO & VIDEO SERVICES

We create content that helps you market your brand better for months to come. Our packages include, Architectural, Drone, Food & Drinks etc.

📷 Akshada Gupta

☎ +91 8657-438-409

✉ akshada.info123@gmail.com



DESIGNER RESORT UNIFORMS

DEZENZIA
Art you can wear

by Zubin Mehta

A Brand of



Website: www.dezenzia.com Email: dezenzia@uuindia.com
Zubin Mehta: +91- 9820236276 Sunny: +91- 9619526964
Soniya: +91- 7045877488

MOVEMENTS



VIKRAM SINGH RATHORE

**Area General Manager
Golden Tulip Jaipur**

★ Rathore holds expertise in Operations & Revenue Management and strategic planning. He is a seasoned hospitality professional with a strong background that boasts an illustrious and ascending career graph with a rich experience of working with good hospitality brands. Before associating with Golden Tulip Jaipur, he was with Suba Group of Hotels as a Regional Head, Rajasthan. In the past, he has worked with hospitality brands such as Sarovar Hotels & Resorts, Royal Orchid, IHG, ITC, and Carlson Group of Hotels.



AJAY SAMPIGE

**Assistant Vice President-Ops
Royal Orchid and Regenta Hotels**

★ Working with some of the most reputed hotels in the country, Sampige has been associated with Hotel Royal Orchid for over a year as the Area General Manager for Bengaluru. In his new role, he will be responsible for hotel operations, commercial, development, and strategies under the two brands, Royal Orchid and Regenta Hotels and Resorts. His expertise in food and beverage and MICE, among others, makes him a great asset to the brand, Hotel Royal Orchid and Regenta Hotels.



MANU NAIR

**Director-Operations
Indore Marriott Hotel**

★ With over 14 years of experience in hospitality, Nair will be responsible for overseeing smooth functioning across departments and leading the strategic and business operations of the property. His journey at Marriott commenced with JW Marriott Juhu in F&B in 2008. For his exceptional contribution at the property for around eight years, he received several accolades and role elevations. Prior to joining Indore Marriott Hotel, his most recent role was at Goa Marriott Resorts & Spa as the Director of F&B.



GAURAV SINHA

**Hotel Manager
JW Marriott Hotel Bengaluru**

★ Sinha exhibits a vast knowledge of management systems, guest service, and overall support functions. He has showcased a proven record of attaining goals, cost control, and building strong customer relationships. He started his career with an Indian hospitality chain at Trident Udaipur, and has worked in various managerial roles with some of the most prominent hospitality brands in India. He has been part of the Marriott family ever since he joined as the Director of Rooms at JW Marriott Aerocity New Delhi in 2017.



AYAN HALDER

**Rooms Division Manager
Courtyard by Marriott BLR Hebbal**

★ Halder started his career as a Front Office Supervisor at The Oberoi Hotels and Resorts, Kolkata in 2009 and subsequently moved to Taj Bengal, Kolkata and Novotel Hotel & Residences, Kolkata. He worked with Four Points by Sheraton, Marriott International, and Vizag as a Front Office Manager. He brings his wealth of experience and skills to bear on managing guest satisfaction by ensuring the room division meets the brand's standards. He will be responsible for enhancing the financial performance of the department.



CHEF ABHISHEK SINGH

**Executive Chef
Hyatt Pune**

★ Singh will lead a team of food specialists and ensure that hotel food maintains its quality. He will be responsible for cost centre management, hygiene standards, and team training. He is trained in modern European cuisine alongside his specialisation in Italian, Mexican, Arabic, and Indian cuisines. He has also mastered some regional cuisines, including Awadhi. With over 17 years of experience, he has worked with several hotels across India and abroad. He completed his graduation in hotel management.

H'AFELE

Let's
Reimagine

AUTOTEC AUTOMATIC REVOLVING DOORS

When Design Meets Functionality

For buildings that face heavy pedestrian traffic, Häfele presents Fully Automated Revolving Doors under its Autotec Series. These door systems not only help regulate the pedestrian flow but also provide effective sound insulation and climate control for the indoors. With every Autotec Revolving Door System, you are guaranteed a 360° service by our experienced consultants, from quality installation to prompt maintenance.



BENEFITS



Internal
Climate
Control



Sound
Insulation



Efficient
Pedestrian
Traffic Flow



IP22 Rated
Protection



SCAN HERE
TO VISIT WEBSITE

Follow us on



Customer Care Toll Free: 1800 266 6667 | Customer Care WhatsApp: +91 97691 11122
Email ID: customercare@hafeleindia.com | SMS: 'HAFELE' TO 56070



INDIA INTERNATIONAL
HOSPITALITY EXPO
INDIA EXPO CENTRE & MART
AUGUST 3-6, 2022

PROLOGICFIRST
Smart Hospitality Solutions

Enabling Hospitality Visionaries with the technology of tomorrow, today.

Visit us and learn about how Prologic First can
empower your hospitality business.

Hall no: 10. Stand no: H10-06/12

India International Hospitality Expo

India Expo Centre & Mart | August 3-6, 2022

Property Management System | Point of Sale | Materials Management | Services Management
Channel Manager Interface | Events & Catering | Web Booking Engine | Back Office Accounting

For queries, call +91 99711 52321 or write to sales@prologicfirst.com

www.prologicfirst.com