

SIHRA

HOSPITALITY MAGAZINE



MARCH-APRIL 2019

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News

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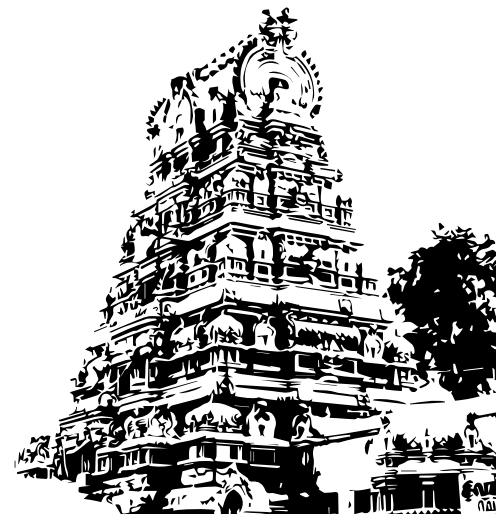
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ABOUT SIHRA

SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION



South India Hotels and Restaurants Association (SIHRA) was incorporated in 1951 with an objective to encourage, promote and protect the interests of member establishments. It has been rendering professional advice and assistance from time-to-time to all its members, on topics of vital importance.

SIHRA, now more than six decades old, is a pre-eminent trade association for the hospitality industry in Southern India, comprising the states of Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and the Union Territory of Puducherry.

It has over 1,200 hotel and restaurant members from the smallest stand-alone restaurants to the largest five-star deluxe hotels. SIHRA constitutes the southern region of the country's apex hospitality trade association, Federation of Hotel & Restaurant Associations of India (FHRAI), which presently has a pan-India membership of around 4000.

It takes up the causes of its members with various state governments as well as with other bodies, and acts as the official spokesperson of the hospitality industry in South India. It also acts as an advisory body to the state governments in South India towards formulating their respective tourism policies.

The association regularly conducts professional development programmes and workshops to enhance the existing professional knowledge and productivity skills of the staff to enable them to keep pace with rapid developments in the hospitality industry.



For More Information Contact:

SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION
Office No.3., 6th Floor, Seethakathi Business Centre,
Anna Salai, Chennai-600 006.
Tel : 91-44- 28297511,91-44-28297512
Email : admin@sihra.in

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PUBLISHER

Bina Karamjeet

MANAGING EDITOR

Siji Nair - sijicn@gmail.com

EXECUTIVE EDITOR

Smitha Prasad

EXECUTIVE DIRECTOR

Prasad M.

ASSOCIATE EDITOR

N. Vijayagopalan

ASST MANAGER-MARKETING

Arbind S. Narayan

DESIGN

Kiran Mohan

National Representatives

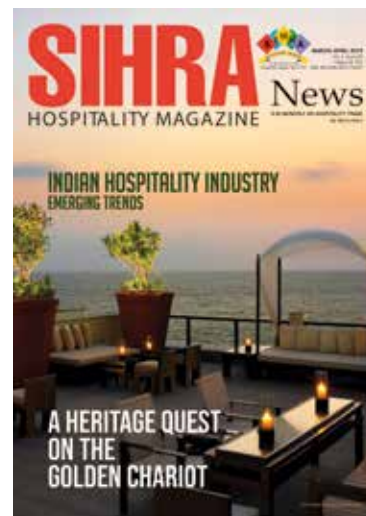
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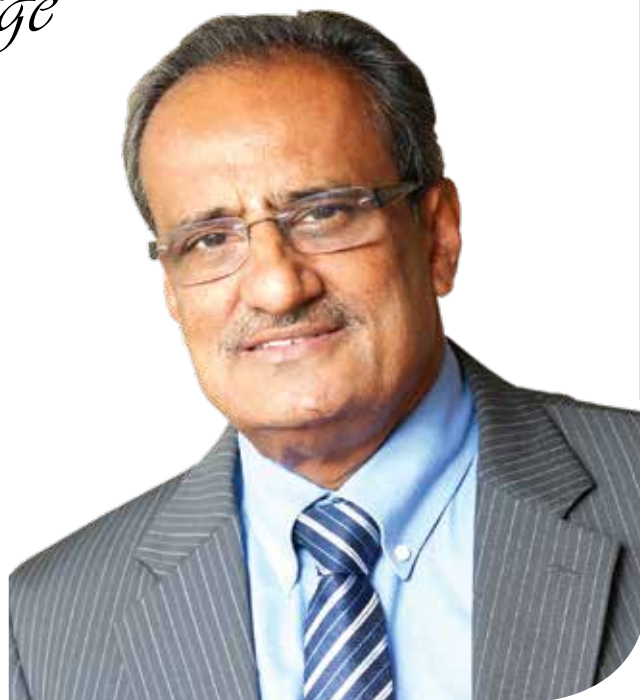


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Pettah P.O., Thiruvananthapuram-695024 Ph: +91 9567097777 / 9562056777

PRESIDENT'S *Message*

K. Syama Raju
President
SIHRA



Dear fellow members,

Welcome to a brand new edition of SIHRA News .

Due to a change in publisher and with the transitioning time, there has been a gap in bringing out an edition of SIHRA News in the beginning of this year. Let me now take this opportunity to wish you and your families a brilliant 2019, may all your hopes and dreams come true.

The year ahead is promising. While the Union Budget did not have anything specifically for the travel and tourism sector and the hospitality industry, indirectly, it would have a beneficial impact resulting in growth. The UDAN scheme continues to grow and the 100th airport in India was opened in Sikkim last year. Today you can fly to Mysuru from Chennai as well as to Bellary from Bengaluru. The growth of air connectivity is important since domestic tourism is on the rise and more and more Indians are flying today. This will provide a boost to the sector.

With domestic tourism on the rise we expect to see an increase in the occupancy rate to in 2019 and this is indeed good news for the hospitality industry. An increase in the hotels in the mid-market segment which are generally 2, 3 or 4 star hotels is expected since they will cater to the upsurge in travel from the middle class. Budget hotels will play an increas-

ingly key role in the growth of this sector. Tier 2 and Tier 3 cities have a lot of potential. People are searching for different holiday experiences and want to visit new places.

Technology will continue to play a major role in the hospitality industry as we move towards the age of Artificial Intelligence. A seamless guest experience is what the industry is striving for with strong loyalty programmes and efficient direct booking channel options, all backed by efficient systems.

With a sense of optimism and hope we look forward to a successful 2019

“With domestic tourism on the rise we expect to see an increase in the occupancy rate to in 2019 and this is indeed good news for the hospitality industry.”

Kind Regards,
K.Syama Raju
President
SIHRA

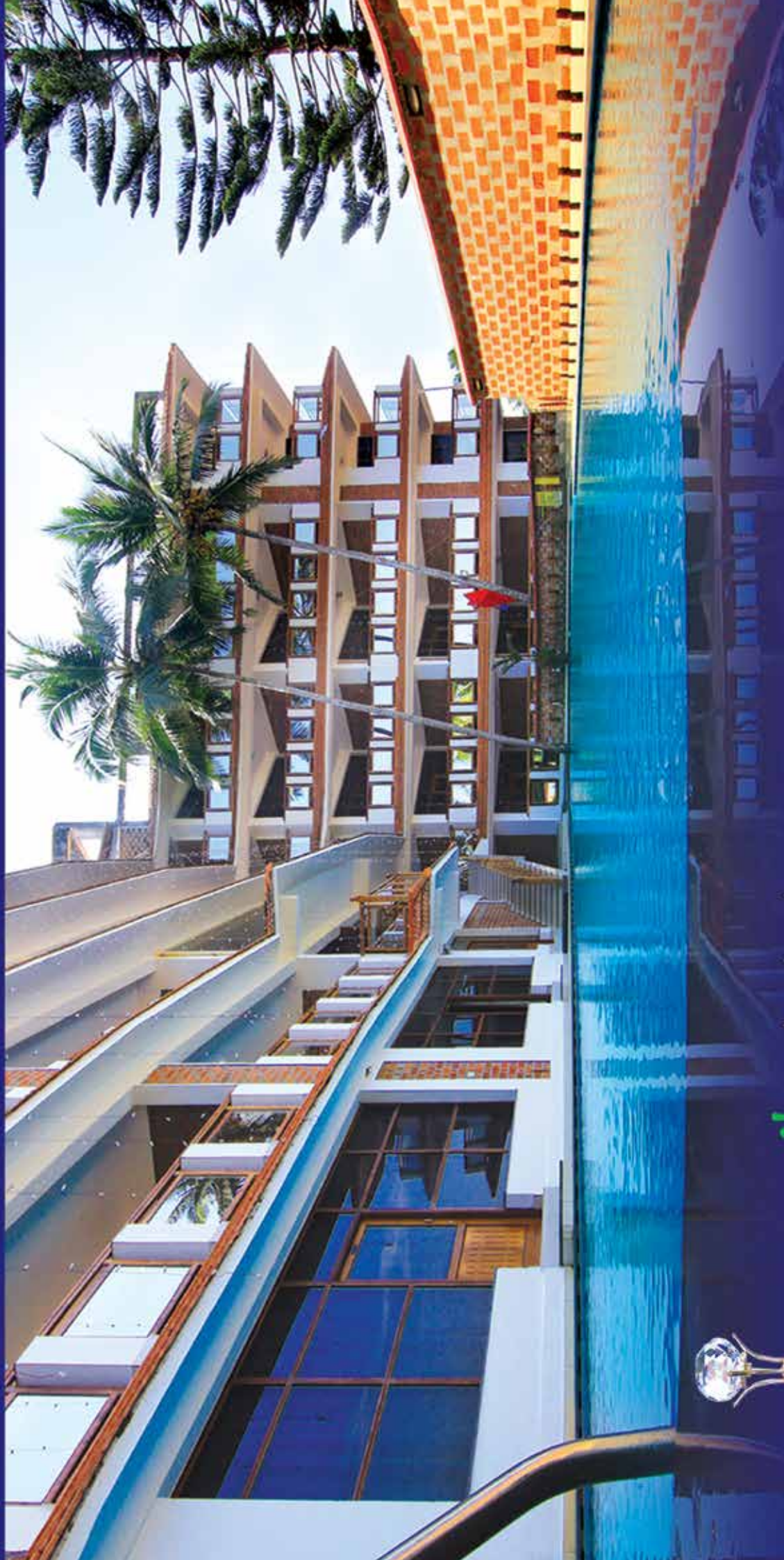


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INDIAN HOSPITALITY INDUSTRY- EMERGING TRENDS

N.Vijayagopalan





The hospitality industry in India has undoubtedly been a consistent and reliable source of revenue and capital for the country adding to its overall economic growth. A vast array of factors including businesses, modern technology and hotel marketing trends have been impacting the industry for the past few years. In India, hospitality activities have been increasing by leaps and bounds over the recent few years.

Hospitality is now considered one of the most competitive industries of our time. It has been growing at an exponential rate since 2008.

The Indian hotel sector's occupancies are inched closer to the 70% mark in 2017-18 according to a study report. Factors like ever expanding domestic tourism, increasing foreign tourist arrivals, growth in forex earnings, high airline passenger numbers and muted supply growth have put the Indian hotels industry



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The emerging dynamism of the hospitality industry calls for investment by hotel organizations in solutions that create indelible personalized guest experiences and enhance guest loyalty.

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on an upswing. The recent trends and statistics of the industry as well as improving domestic macroeconomic data suggest the road ahead will bring higher room revenues and profit margins for the hotel industry in the country.

According to the market reports, Indian hotel industry was able to overthrow the 65% occupancy rates threshold last year (2017). The yearly report titled 'Hotels in India Trends & Opportunities', by the global hospitality consulting firm HVS, suggests that branded hotels in India touched the occupancy rate of 65.6 per cent in financial year 2017, as against 63.3 per cent in the previous year. It is after a decade that the Indian hotel industry has crossed the 65 per cent occupancy rate. The last time it happened was in financial year 2008.

The increase in the occupancy rate of the hotels was further complimented with an increase in weighted average rate by 2.4 per cent to INR 5,658 in the financial year 2017. This growth in occupancy of hotels and average rate caused the nationwide RevPAR

to go up by 6 per cent to be at INR 3,709.

For decades, India's hospitality entities had been doing business following a tried-and-tested pattern, restricting themselves in their comfort zones. They have been rather hesitant to risk any innovation or change. But thanks to the onset of the digital era, the rules of the game have drastically changed. The power of innovation is so tremendous that upstarts have started challenging the reputed companies. Globally, technology has emerged as the biggest business disruptor of all time transforming innumerable businesses and taking them to higher orbits. Hospitality is no exception as it has also witnessed the swift rise of innovators.

The emerging dynamism of the hospitality industry calls for investment by hotel organizations in solutions that create indelible personalized guest experiences and enhance guest loyalty. The needs, desires and tastes of guests are fast changing in many areas like authenticity of des-



tination experiences, eco-conscious facilities, and increasing demand for adventure. The giant strides in technology continue to transform the preferences and habits of guests in terms of choices and reservations, inevitably leading to the emergence of innovations to improve guest relationships and increasing the competitive edge.

The hotel industry today is engrossed in meeting the rapidly changing guest expectations. The hotels are pushing boundaries, broadening boundaries, augmenting services and aiming to provide unique guest care. There is an increasing realization among hotel brands about the yearning of their clients for a unique experience rather than a great service. The outlook of the guests have also been undergoing a sea change and it is not an exaggeration to state that the leisure guest as well as the corporate traveler now has the same outlook. The changing scenario is prompting hotel owners to take control over their operations with an eye on

creating the best-in class customer experiences.

Key Trends

A close look at India's hospitality sector shows a set of key trends that have emerged in the industry in the recent years. Whether it is a massive hotel chain or a single boutique hotel, hoteliers cannot ignore the latest trends that are emerging in the hospitality industry.

In the recent times, the asset-light model has gained significant importance with both international as well domestic brands in the hotel industry opting for it. The trend was started in India by the major global hotel groups like Marriott and Accor and soon the domestic players like Taj, Oberoi, ITC and Leela started following suit. In February 2018 Taj (from the Indian Hotels Company Ltd.) announced its five-year strategy revealing that by the year 2022, 60% of its assets will not be owned by the company. The strategy announced was a three pronged one – by Restructuring, Reengineering and Reimagining their portfolio to

achieve 8% point EBITDA margin improvement. The strategy was marked by a deep commitment to service excellence by putting customer as the focal point as well as implementation of revenue and profit-driving initiatives. Even budget hotels like LemonTree which started with solely owned properties have started adapting to this new model.

The guest profiles of our hospitality sector are changing by the day, bringing in more millennials that experience the hotel services. Their demand for inclusion of technology at all service touch points is one of the major forces in changing trends in the industry. This tech-savviness results in their opting to post online pictures, sharing content of experiences and reviews digitally. Being empowered with more knowledge and social media, these new guests are compelling hotels to improve the quality of products and services. Smart hoteliers are ensuring that their website is user-friendly and updated. They capitalize on technology and ensure their presence across various social media platforms and deliver genuine and pro-active responses to retain customers/guests.

Another emerging trend is the mid-market boom, which refers to hotels falling under two/three/four-star properties categorized as business hotels, resorts, boutiques, havelis, and full-service or limited-service hotels with average pricing being INR 4,000 or less for a night. An upsurge in travel of the middle class, increase in business and leisure travel, growing urbanization, strengthened economic growth and the doubling of air travel over the past few years have given a boost to the mid-market brands in the hotel industry in India. The mid-market of the Indian hotel industry mainly caters to the domestic business and leisure travelers of the country. The spurge in travels of upper-middle class and middle-class has given the budget hotels a key role to play in the growth of this sector in the times ahead.



Hotels exist in a shared economy of membership clubs, home-stays, and emerging lifestyle brands. With new hospitality services like Airbnb, continuing to gain a major share in the segment, hotels are creating sub-brands to respond to the needs of customization and make guest experience unique, meaningful and experiential. Guests now opt for 'dining' experiences beyond the hotel's food and beverage outlets. We are now seeing the trend of modern travelers including the millennials, seeking more and more to connect with the local people, culture and food while travelling. Many hotels are adopting strategies to weave in the destination and culture by building guest experiences around local cuisine, art, architecture, and rituals. ITC Hotels' Food Sherpa programme - where the hotel chef takes guests on a culinary tour of the city - is a case in point. Industry experts say it is no more about a room - creating unique experiences will be key to win the guests. Travellers want to mingle with locals, and hotels are trying to facilitate this through activities such as yoga sessions and art classes to make their hotels more sociable places for locals and visitors alike. There are also initiatives to create shared workspaces and invite local entrepreneurs into hotels to work and socialize.

And there is increasing preference on the part of hotel clients towards

simple, home-like amenities. As peer-to-peer accommodations continue to attract travelers, hoteliers are offering their guests simple paraphernalia such as a book library, coffee machine and locally sourced brew and tea, or batch of fresh-baked cookies.

The year 2019 is expected to make the "guest experience" with hotels more exciting in new ways, whether it is through wild food safaris or once-in-a-lifetime activities. Travelers are increasingly seeking out memories and Instagram-worthy moments over traditional souvenirs and this could trigger more partnerships between hotels and local restaurants and excursion providers.

With more hoteliers realising that embracing all-encompassing technology is not just unavoidable but hugely beneficial for their businesses, it will be an integral part of operations, marketing and distribution everywhere in the hospitality industry.

Factors like a steadily growing economy and a stable inflow of investments coupled with fast growing foreign and domestic travelers point towards a bright and shiny future for Indian hotel industry. The Indian Credit Rating Agency (ICRA) estimates improvement in average room rates across most markets in India in the financial year 2019. It has also predicted the corporate request for proposal rates for the

current year to grow up by about 5 per cent.

We have been seeing the international hotel chains significantly increasing their footprint in India and it is estimated that this segment will account for 47 per cent share in the Tourism & Hospitality sector of India by 2020 and 50 per cent by 2022. And inevitably, some tough international competition is in sight in the times to come for the local champions. Competition is intense in metros and fast picking up in tier-2 and tier-3 cities. Competition has picked up mainly due to the entry of foreign hotel chains. Also, there is an increasing competition from the startups/online industry due to the increasing penetration of the internet.

According to the Indian Hotel Industry Survey 2016-17, compiled by Hotelivate in association with the Federation of Hotel & Restaurant Associations of India (FHRAI), the Indian hotel industry is estimated to expand to 13 billion U.S. dollars by 2020. Certainly, the future shows good weather sign for the industry. And the future of the hospitality industry is firmly linked with technology and its application on one side and active engagement with personalization on the other.



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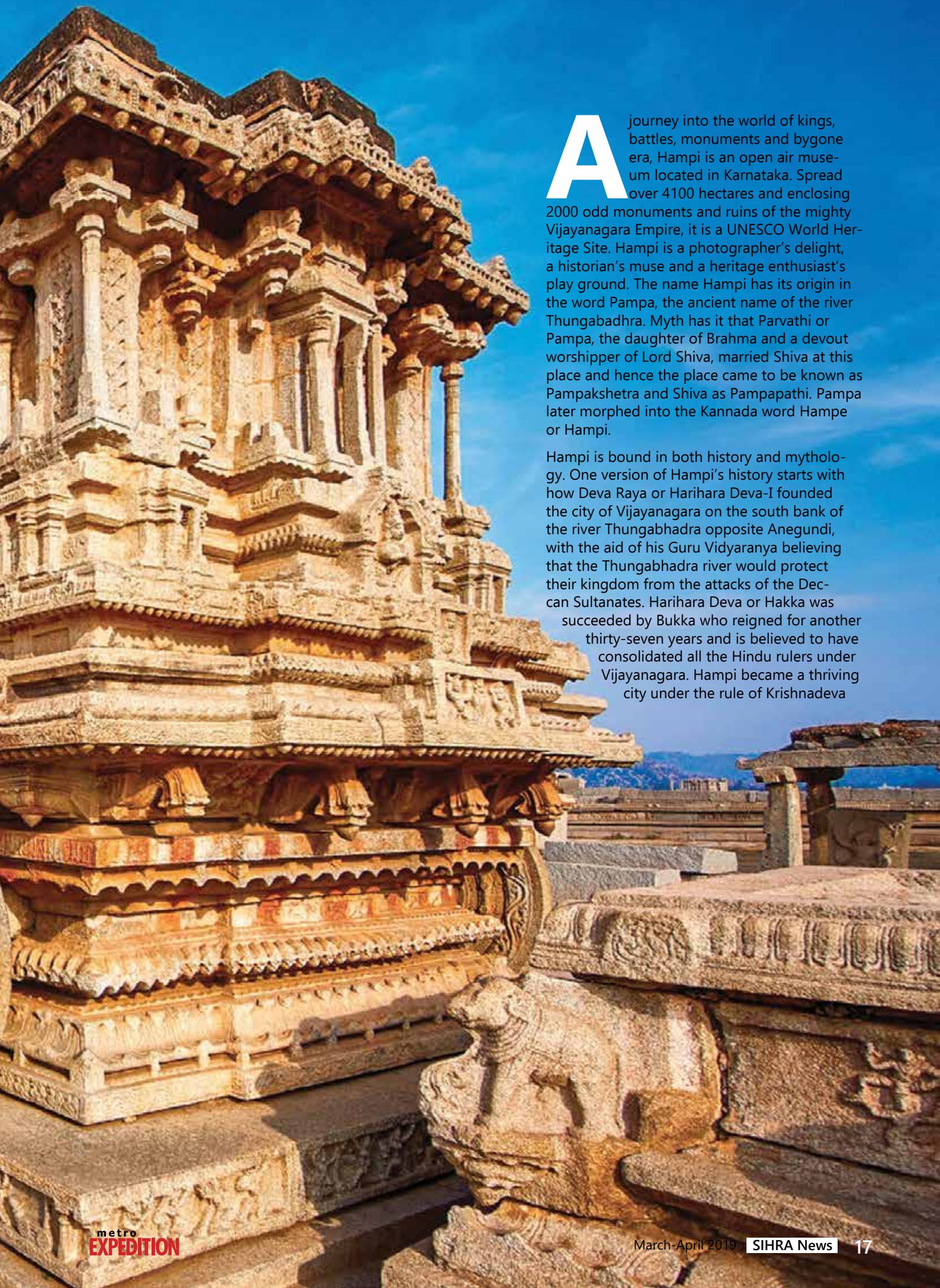
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Hampi The Forgotten Empire

Maneesha Ajit





A journey into the world of kings, battles, monuments and bygone era, Hampi is an open air museum located in Karnataka. Spread over 4100 hectares and enclosing 2000 odd monuments and ruins of the mighty Vijayanagara Empire, it is a UNESCO World Heritage Site. Hampi is a photographer's delight, a historian's muse and a heritage enthusiast's play ground. The name Hampi has its origin in the word Pampa, the ancient name of the river Thungabhadra. Myth has it that Parvathi or Pampa, the daughter of Brahma and a devout worshipper of Lord Shiva, married Shiva at this place and hence the place came to be known as Pampakshetra and Shiva as Pampapathi. Pampa later morphed into the Kannada word Hampe or Hampi.

Hampi is bound in both history and mythology. One version of Hampi's history starts with how Deva Raya or Harihara Deva-I founded the city of Vijayanagara on the south bank of the river Thungabhadra opposite Anegundi, with the aid of his Guru Vidyanarya believing that the Thungabhadra river would protect their kingdom from the attacks of the Decan Sultanates. Harihara Deva or Hakka was succeeded by Bukka who reigned for another thirty-seven years and is believed to have consolidated all the Hindu rulers under Vijayanagara. Hampi became a thriving city under the rule of Krishnadeva



“

The Vittala Temple, a Vishnu temple which was built on a rectangular courtyard with intricately carved pillars. The highlight of this structure is the pillared walls and the stone chariot. Another interesting fact is the 56 musical pillars that reverberates music through the stone columns.

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Raya. During his regime the empire saw its peak and covered the whole of South India and beyond. The Vijayanagara Empire, which was in constant conflict with the Deccan Sultanates, was defeated by a coalition of four allied Muslim sultans of Bijapur, Bidar, Ahmadnagar, and Golconda at the battle of Talikota on January 23, 1565. Over the next five months the enemies plundered the place, destroyed it and burnt it down to ruins.

According to local folklore, an entire episode of the Ramayana was supposed to have occurred here. The monkey kingdom Kishkinda, of Vali and Sugreeva, is portrayed as the region around Hampi. Anjaneya Hill, located across the river Tungabhadra, is believed to be the birth place of Hanuman. Rishimukh Hill, a popular spot among the boulders, is believed to be the place where Hanuman first met Rama and his brother Lakshmana and the Chintamani Temple, a cave temple just across Thungabhadra river, is the place where Rama

conducted his meetings with Sugreeva and Hanuman to plot against Vali. This was also the place where Rama finally killed Vali. There is an interesting tale about the boulders found all across Hampi. These are believed to be the boulders that Vali and Sugreeva threw at each other during their intense battle and this apparently piled up all around Hampi. At the Bhima's Gateway, there is a beautiful panel of Keechaka episode that happened during the exile of Pandavas, image of Draupathi tying up her hair after Bhima slayed Duhsasana, images portraying Bhima killing Keechaka and inscriptions of the Saugandhika flower depicting tales of the Pandavas.

While everything in Hampi is definitely worth seeing, some of the must visits are:

The Vittala Temple, a Vishnu temple which was built on a rectangular courtyard with intricately carved pillars. The highlight of this structure is the pillared walls and the stone



chariot. Another interesting fact is the 56 musical pillars that reverberates music through the stone columns. Each pillar is from a single slab of granite and the sound it makes is indicated by the musical instrument held by the courtesan carved on the pillar, to protect these pillars tapping on them to emit musical notes is prohibited now.

The **Lotus Mahal** is a two storeyed symmetrical pavilion surrounded by four towers in pyramidal shape giving a lotus-like visual appearance. A meeting place for women of the royal family, it is one of the few secular or non religious structures in Hampi and a beautiful blend of Mughal and Indian architecture.

The gopuras of the **Virupaksha temple**, dedicated to Virupaksha, (Lord Shiva) has solid granite base while the top of the gopura is made using a mixture of bricks and wood. This temple is believed to be functioning uninterruptedly ever since its inception in the 7th century AD.

Mahanavami Dibba is a huge square stone stage made in three layers. This was built by Sri Krishnadevaraya after his victorious expedition to Orissa. The walls of the structure have beautiful carvings similar to that of the colourful Dussera celebrations.

Underground Shiva Temple was built many meters below the ground level and most of the time, the sanctum and most parts of the temple are underwater.

Hemakuta Hill is where during Shiva's wedding with Pampa, the Gods from heaven have apparently showered gold. Hema in Sanskrit means gold. The name of the hill thus connects with this legend which literally means heap of gold.

The market place of Hampi, which was once a business center, the Hazara Rama Temple owing it's name to the magnitude of depiction of the Ramayana, the elephant stables, Purandara Mantapa, Queen's bath, Anegudi gate, which was the

entrance to mythological kingdom of Kishkinda, Yoga Narasimha Statue which was built where Lord Narasimha had supposedly done penance after killing Hiranyakashipu, Matanga Hill, the Jain temples, Bheema's Gateway, Sunset Point and Watch tower to see the sun set over the Tungabhadra River are some of the other attractions.

For the adventurously inclined, Hampi offers bouldering, rock climbing at the Sun temple and coracle ride along the Thungabhadra river. The coracle ride should not be given a miss as it gives a view of the beautiful rock formations on the sides of the river caused by years of erosion and a view of the temples and carvings on the banks that otherwise lie submerged during the monsoon. Travel suggestion around Hampi would be to the temple towns of Badami, Aihole and Pattadakal(another UNESCO World Heritage Site) all within 3 - 4 hours drive from Hampi.

“

Hampi has accommodation in all ranges. The New Clarks Inn, Hotel Mallige, Shanthi guesthouse, all offer decent and comfortable stay, for more relaxed and luxurious stay try the Evolve Back Kamalapura Palace, an Orange County property or the Hyatt Place.

”

Hampi's Living heritage is definitely its people. Living among these ruins, over generation using these ruins to construct dwellings they have incorporated this rich heritage into their daily lives and in their own way are preserving it. Apart from the locals at any point of time there will be a pot pourri of travellers at Hampi. Hippies, sadhus, pilgrims, musicians, historians, photographers both amateurs and professionals alike aiming for their next perfect click of the ruins, boulderers, bikers and marathoners. Go Heritage Runs, an award-winning series of fun run have been conducting yearly heritage runs/walks along the scenic banks of the Thungabhadra river and past the ruins to promote awareness.

The best time to visit Hampi will be during the winter from October to March if you want to roam around without drenching in sweat. During the monsoon from June to August, the mesmerising coracle ride will not be possible as the water level will be very high and also the boulders become quite slippery and walking around them gets tricky. In November there is the Hampi Festival, a 3 day cultural extravaganza including music shows, puppet dance stalls, fireworks and various other processions as the locals join in the festivity. The Purandaradasa Aradhana during Jan/Feb every year is a festival to celebrate the birthday of Purandaradasa who lived in Hampi. This festival hosts various musicians from across the world joining in to celebrate in Classical Style.

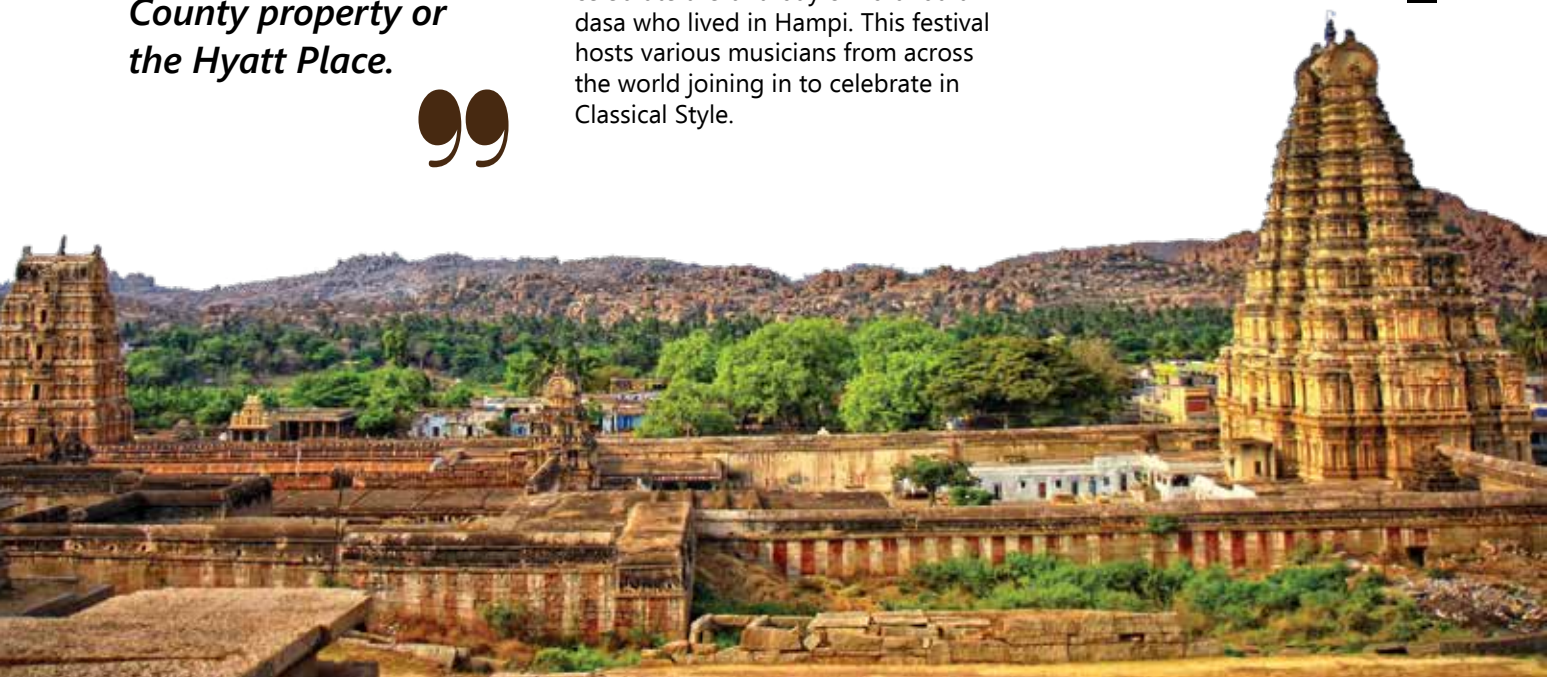
The gateway to Hampi is Hospet, a city about 13 kms from Hampi. There are train and bus services from all major places to Hospet. The nearest airport is Hubli, about 143 kms from Hampi. A more practical and cheaper option to reach Hampi would be to fly to Bangalore and take the overnight Hampi express to Hospet Jn. and from there, a bus or taxi.

Hampi has accommodation in all ranges. The New Clarks Inn, Hotel Mallige, Shanthi guesthouse, all offer decent and comfortable stay. For more relaxed and luxurious stay try the Evolve Back Kamalapura Palace, an Orange County property or the Hyatt Place.

No travel is complete without some souvenir shopping. Handcrafted stone artefacts, figurines of gods or replicas of the Hampi ruins, crafts by the artisans of the Lambani community, leather goods, musical instruments and banana fibre crafts are the choices to remind you of the places that you have visited.

No picture can do complete justice to this city of ruins. You need to touch the stone structures, feel the intricately carved pillars, soak in the grandeur and glory and make an attempt to connect to the glorious past. Hampi calls for a visit!

'Where there is ruins, there is treasure'-Rumi.





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The Driver of Guest Satisfaction in **HOTEL INDUSTRY**

Though Indian hotels have been at a rather lower pace in technology adoption compared with their western counterparts, the scenario is fast changing, in spite of the constraints and the challenges faced by different categories of hotels in India in adoption of technological innovation for enhancing the quality of customer experience.

Hotel industry is one where innovation has a very high significance, given the fact that all the players have realized the imperative necessity of delivering the best services and experiences to the guests in every transaction. Organizations exist because of customers. Therefore, identifying and understanding the needs and wants of customers to enhance their experience should be the focus of any successful organization. Innovation

can be explained as the process of developing a solution in the form of a physical product or service that delivers new value to customers. The hotel industry in India is striving hard to be as innovative as possible.

Now we are seeing even mid-priced hotels concentrating on ambience and aesthetic appearance rather than just focusing on providing only additional customer facilities and functional benefits. Higher-priced hotel chains now provide stylish shelving and state-of-the-art cupboards and cabinets in their guest rooms which earlier used to be the kind of amenity provided by boutiques.

The most important area in which hotels are adopting innovations to enhance the custom-



er experience is technology. Hotels have become aware of the fact that they have to use technology to implement more innovative services designed to increase customer engagement. With about 35 per cent of the world's population being socially networked, hotels that are able to use social media effectively have started deriving incredible benefits by creating awareness about their service, managing perceptions about the brand, motivating satisfied customers to spread positive word of mouth about their experience and responding with agility to address negative experiences posted on the

web. Social media is now a critical tool for the hotel industry thanks to the increasing numbers of people using social media to decide about their vacation destination, for sharing their vacation experiences and writing reviews about the places they had been to on vacation.

Now large high-definition, flat-screen televisions in guest rooms are not an uncommon sight in hotels. And hotels in the mid segment and above provide modern conveniences such as free Wi-Fi, iPod docking station, wired and wireless Internet access, electronic door locks etc.

Adoption of digital and Artificial Intelligence (AI) solutions to keep track of users is gaining ground in the hotel industry. The industry professionals believe that AI has entered the hospitality business as a boon to the hoteliers that helps them to offer a multitude of amenities and services to their guests while saving up the important resources.

The real boost of artificial intelligence in hospitality sprung from the fact that it has the power to impact and transform the industry completely. It is not anymore just about food, hygiene and ambience, but replicating exemplary customer experience at every touch point through the customer lifecycle. Chatbots/artificial intelligence in hospitality is changing the way booking inquiries are handled and visitors are converted into patron customers. The front-desk hotel staff that is normally responsible for handling booking-related queries could well be replaced with conversational bots. These intelligent chatbots are programmed to create simulated conversation through natural language processing and natural language generation (text/voice) in native language. Interactions for hotel booking that are enriched with intelligent chatbots offer immense convenience to customers: 24/7 availability, fast-paced delivery service along with several custom options for booking room services.

In the modern hotels, now there are numerous data collection points and each touch point provides meaningful data about the customer which can be utilised to provide a better experience each time.

All these highlight the fact that hoteliers have started appreciating the catalytic role that technology is playing in generating customer satisfaction and enhancing the guest experience.

In the forthcoming issue we will highlight the industry leaders' take on the ongoing technological innovations in the hotel industry.





STAFF TRAINING IN THE HOSPITALITY INDUSTRY

In every business, independently of the activity, human resources are the most precious capital. In terms of global competition and rapid change, personnel training are indispensable aspects. Every employer endeavours to attract qualified and capable personnel, in order to use their skills in achieving organizational objectives. In a market economy where uncertainty is rather widespread, obtaining knowledge and information is becoming a source for creating competing advantages.

One of the most important aspects in contemporary hotel industry is getting to know the new methods and techniques through training. Staff training is an important part in Human Resource Management, in order to improve employee performance, respectively it helps putting their skills to better use and specialization in their

work. Application of an efficient training process has an important impact in increasing employee performance. Hence staff training is a vital aspect in the hospitality industry. The hospitality industry uses a diverse workforce, which includes a variety of positions that may or may not have a strong educational component. A cleaning personnel and restaurant servers have different requirements than check-in clerks, chefs and managers. Yet, the entire workforce is a reflection of a hotel's hospitality culture, which makes it imperative that everyone needs to be trained from top to bottom on certain specific values and standards and service yardsticks.

Employment related aspects are among the most critical issues of the hospitality industry. It is necessary that a lack of focus on employee satisfaction and training should not hurt the industry.

The Company Culture



Every hospitality company has its own special way of doing things. You might perhaps remember a specific hotel because of the chocolates that a courteous maid deliberately left on your pillow. The floral bunch received by you at the reception or the warm greeting on checking in or a special type of towel in the bath room or the nice courtesies of the restaurant staff might linger in mind for long. These are all components of a corporate culture that's designed to enhance the guests' experience. It is necessary that in every location, the guests get the same service and a consistent experience, for which periodical staff training is a must.

Training is also important to have consistency among staff in the larger chains. From the way the pillows are fluffed to how the lobby is designed for convenience or relaxation, chains need to reflect the same culture, albeit with some customization. So, if a person is staying at a hotel chain's property in Bengaluru or Chennai or Hyderabad or Thiruvananthapuram, there should be consistency as to how the hospitality staff acts and how they do things. Let us have a look at a few aspects related to staff training in the hospitality industry.

Developing and Training Talent

Many hospitality workers start in entry-level positions and work their way up into higher level jobs. When a company takes the time to train people, it is easier to recognize the talent that can be developed for higher management positions.

Training for the hospitality industry is diverse. Basic skills include communication and ways to interact with the hotel guests. It also involves teamwork training and diversity training, because the staff is perceived as one unit by guests. Learning to work together with people from different backgrounds is essential since staff never know what the background of any specific guest will be. Yet the guest experience needs to be the same for everyone.



Problem Solving and Service



Superb guest service that leads to amazing experiences is the goal of the hospitality industry. This is something hospitality leaders need to develop in staff. Of course, things can sometimes go wrong and it's part of life. For example, if a guest has been given the wrong reservation and the problem is not resolved in a friendly and positive way, the guest will not have an enjoyable experience. The goal is to resolve problems so the guest forgets the inconvenience caused, feels satisfied about the solution, enjoys the stay and would choose to return.

Safety and Security

If there is a danger or some security or safety issue in a hotel, guests look to staff to direct them and guide them. Because, the guests are unfamiliar to the place and the staff is supposed to know the issues thoroughly. Staff should be trained as to the basics of safety, with many having the ability to perform first aid and CPR if necessary. The hospitality industry must also prepare staff, and develop plans in the event of natural disasters and potential terrorist activity. This is so important, because if the staff doesn't know what to do, guests will go panicky and chaos will emerge while they are trying to determine the best course of action.



Retention

High turnover remains a problem for the hospitality industry. HR can introduce institutional measures to enhance employee satisfaction and morale to increase retention. In-house professional development programs have the potential to present hospitality jobs as viable careers and having social esteem. This enables recruiters to show veterans and new hires how successful people in the industry have advanced.

Recruiting

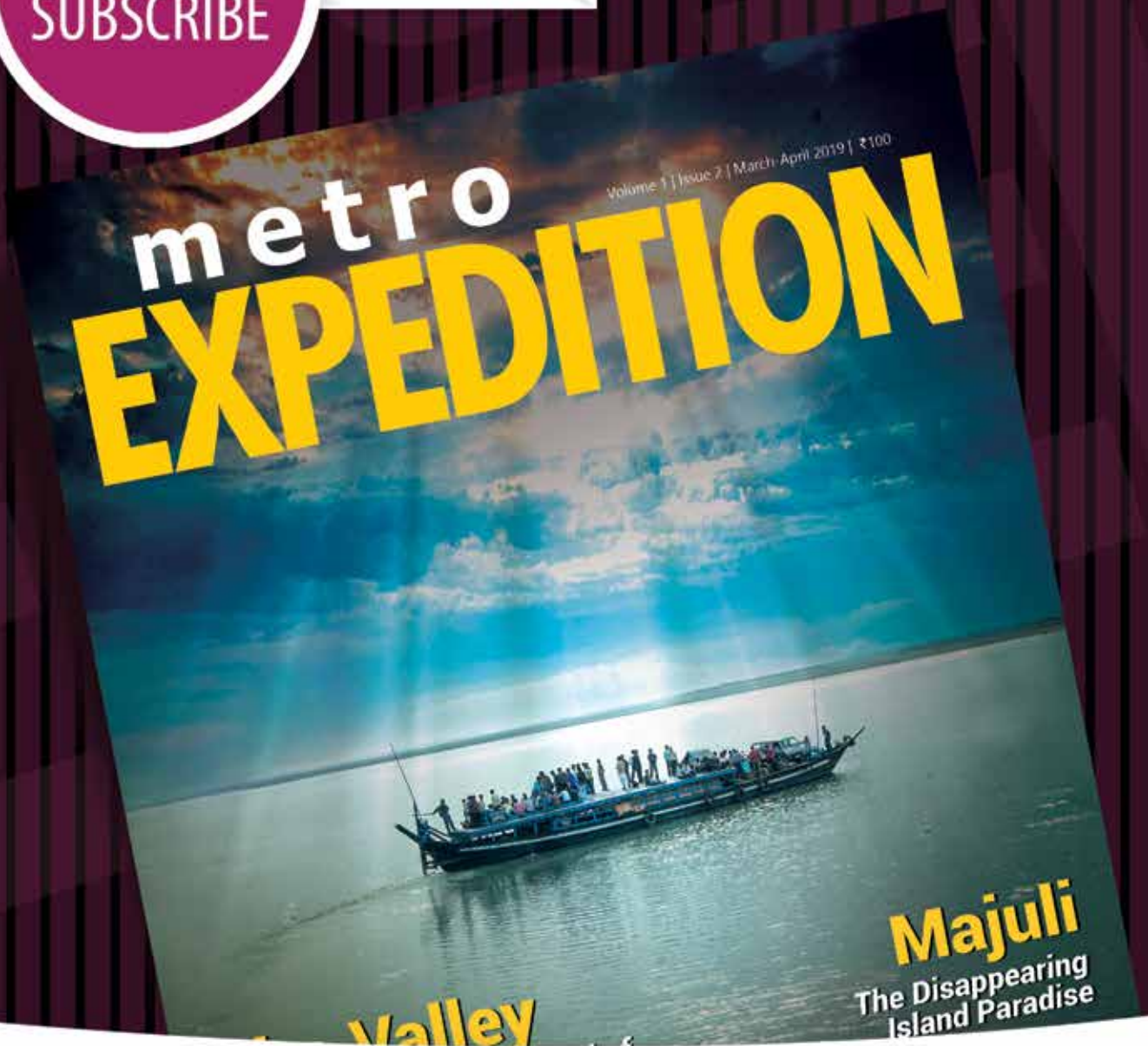
Skill gaps and worker shortages are universal employment problems, but highly skilled recruiters can help establishments select the quality of housekeepers, wait staff, chefs or bartenders they need. This requires the required professional expertise on the part of the Human Resources Department.

Undoubtedly, periodical staff training programmes are indispensable in the hospitality industry, given the fact that guest satisfaction is a major driving force in revenue generation in the industry, which is more so as compared perhaps to any other industry.



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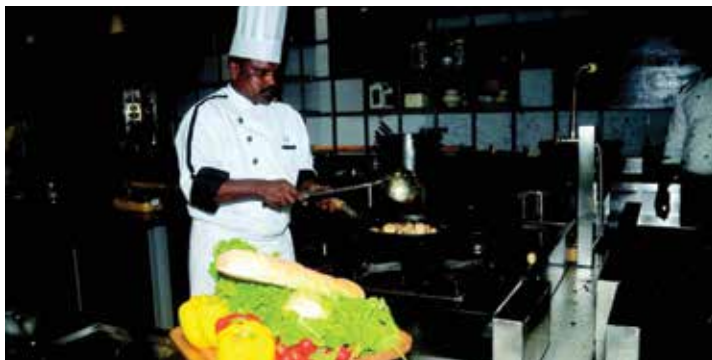


South India Hotels and Restaurants Association (SIHRA) awarded Certificate of Appreciation by FSSAI

South India Hotels and Restaurants Association (SIHRA) was awarded a Certificate of Appreciation by FSSAI in recognition of the contribution and support extended by the members of the Association during the Swasth Bharat Yatra . This was a Pan-India cyclothon to make people aware of the importance of eating right - Eat Right India.

The Eat Right Movement was led by FSSAI in partnership with all stakeholders to spread awareness on safe and healthy eating habits. The Movement witnessed unprecedented enthusiasm, with the Swasth Bharat Yatra cyclothon touching 8 lakh citizens directly and 2.5 crore indirectly through community outreach across 33 states and Union Territories. The Yatra has re-energised food safety ecosystems across states, created a network of partners and Eat Right Champions and brought to the fore the critical importance of right eating habits as the cornerstone of preventive healthcare.

Elior India opens Central Kitchens in Hyderabad and New Delhi.



Elior India, a premium food services company and a subsidiary of French Elior Group for the corporate and industrial segment, has enhanced its national presence by setting up state-of-the-art Central Kitchens in Hyderabad and New Delhi to cater to the food demands of the corporate and institutional segment. With the opening of these two outlets, Elior India has enhanced their capacity by 20% and also become a national player in the premium food service space. Currently, Elior India has 8 Central Kitchens in India. Apart from these Central kitchens, the company also manages 26 on-site kitchens. Elior India follows the Central kitchen model and the Chef-driven food service model which helps them to service a lot of customers by addressing specific menu demands. As part of looking at utilising the spare capacity available at their Central Kitchens, Elior India has recently 'test launched' Gourmet company, an online food delivery exclusively through Zomato in Bangalore. The company plans to expand the business to more cities.

Grand Mercure Mysuru completes three years of operation in Karnataka



Grand Mercure Mysuru completed three years of successful operations on April 8th 2019. A number of activities were organized at the hotel in this connection. There was a flashmob organized at the hotel for guests and patrons. Grand Mercure Mysuru speaks of tradition and heritage. "We are thrilled to celebrate three years of successful operation at Grand Mercure Mysuru. It has been an incredible journey, and we are honored to be a part of the grand city of palaces – Mysuru," adds Niket Sood, General Manager. He further adds to this – "We are proud to be a part of this community and thankful for the warmth and acceptance that we have received from the people. We always try to find meaningful ways to engage with the community around us."

Hyatt Announces Expansion Plan in India

29 March 2019



Hyatt is expanding its presence across 27 cities in India over the next 24 months. Hyatt plans to expand its brand footprint in Kerala with the opening of Hyatt Regency Kochi Malayattoor, a resort property on the banks of the Periyar river, and Hyatt Regency Thrissur, providing travelers with the first premium hotel in Thrissur. Sunjae Sharma, vice president operations-India, India said that "We look forward to collaborating with owners who want personal, flexible relationships and to stand out in a slightly overcrowded market. Most importantly, we want to be where our guests are traveling, and our growth strategy is in line with their preferred destinations. Planned openings in 2019 are Hyatt Regency Kochi Malayattoor (Q2 2019) and Hyatt Regency Thrissur (Q3 2019). Planned openings in 2020 are Hyatt Place Bangalore Urbana (Q3 2019) and Hyatt Regency Trivandrum."

Four Seasons to have their presence in Bengaluru



Four Seasons Hotels and Resorts decided to open their second Indian property in Bengaluru. The location of the property is less than 30 minutes from the airport and close to the central business districts. According to Rainer Stampfer, President, Hotel Operations – Asia Pacific, "It is Asia's time to shine and the hospitality industry has made some giant strides here. Asia Pacific is now the world's largest travel market and projected to grow to USD 500 billion by 2021."

Hotel Leela to sell Four hotels in India to Brookfield.



Brookfield, will acquire Hotel Leela Venture's two operational hotels in the South India assets that is Bangalore and Chennai and a land parcel in Agra for a total consideration of Rs 3,950 crore on a slump sale basis. This also includes two other hotels in Delhi and Udaipur. The promoters will also transfer the Leela brand to Brookfield for all hospitality businesses. Vivek Nair, chairman and managing director, Hotel Leela Venture Ltd (HLVL), said, "The brand (Leela) will receive a boost and be further strengthened and continue to be known for its world-class services." JM Financial acted as the exclusive financial advisor to Hotel Leela venture for this transaction.

Mandarin Oriental in talks to enter India's luxury hotel sector again



According to Economic Times, the Hong Kong based Mandarin Oriental Hotel Group Ltd plans to enter India's growing luxury hospitality market, said a top company executive. The firm, listed in London Stock Exchange and Singapore Exchange, is in talks with several property owners in India to set up its first luxury boutique hotel within the next one year, said Alexandra Yao, Vice-President, development, Mandarin Oriental. The company plans to adopt an asset light model in India, signing management contracts with property owners instead of owning the hotels.

V Resorts raises \$10 million through Series A funding for their expansion plans



In a bid to expand its presence in India and abroad and improve its experiential services, leading leisure hospitality chain/startup, V Resorts, announced the raising of funds worth \$10 million in Series A funding. The fresh round of investment is led by various HNIs, which also saw participation of existing investors, including Bedrock Ventures and RB Capital. The company's existing portfolio includes over 150 properties spread across 22 states. Through this fresh investment, the company plans to expand its footprint in India and also enter new markets across South Asia and the Middle-East, with a target of reaching 1000+ properties and 15, 000+ rooms in the next three years.

The significant part of company's growth in India will be focused on entrenching markets such as Andhra Pradesh where the company is already in talks with the Andhra Pradesh Government to promote state wide tourism. Besides, with its in-house tech infrastructure, the startup also plans to invest more on the technology platform, in order to provide its customers a 360-degree independent travel experience, and plans to now build its own SAAS products for the hospitality industry.

Ventures of properties by IHG® and SAMHI



InterContinental Hotels Group® (IHG) and SAMHI, in a recent statement, declared that their venture of launching 10 Holiday Inn Express hotels across Bengaluru, Hyderabad, Ahmedabad, Nashik, Pune and Chennai, including the first rebranded Holiday Inn Express hotel in Gurgaon Sector 50, has registered commercial success. Commenting on their profitable venture, Pascal Gauvin, Managing Director, IMEA,

IHG shared, "The newly launched hotels are currently trading at an ADR of INR 3254, and Holiday Inn Express Gurgaon Sector 50 which has been open for six months is operating at 21% above the forecasted RevPAR.

The association between IHG and SAMHI dates back to November 2017, which saw the signing of 14 hotels within their India hotel portfolio to renovate and rebrand Holiday Inn Express at par with the global brand standards.

The entire exercise of renovating 10 hotels at global standards was undertaken at a cost of INR 100 crore. The brand has announced its plan of adding more Holiday Inn Express hotels to their portfolio across Tier 1 and Tier 2 cities and also has a strong pipeline of 39 hotels due to open in the next 2-3 years.

Taj MG Road Bengaluru Reveals its Reinevented Look



TAJ MG Road, Bengaluru revealed its new look after a major refurbishment to present a redesigned and renewed hotel. INR 100 crores were invested to upgrade the hotel to a TAJ branded hotel. The large scale renovation was done over a period of 21 months. The new design pays tribute to the garden city of Bengaluru with its colonial designs. Speaking on the launch Puneet Chhatwal, Managing Director & Chief Executive Officer, IHCL said, "In keeping with our Aspiration 2022, IHCL has reimagined its brandscape and restructured its investments towards renovating key Taj hotels. This investment in its iconic Taj brand is to ensure we stay relevant for our ever-evolving global travellers. Taj MG Road is one amongst 15 other Taj hotels to have been enhanced." The new design pays respect to the Garden City of Bengaluru with its British colonial design. The commodious rooms with their light and airy feels overlook the Ulsoor Lake and the city. Trinity Square is the hotel's new all-day dinner with a modish Alfresco area to enjoy Bengaluru's remarkable weather. The hotel is strategically located in the heart of Bengaluru, equidistant to both the centres of culture and the hubs of technology and hence easily accessible.

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LuLu Group acquires Great Scotland Yard



new location, which was named New Scotland Yard.

Catering to the ultra-rich, the tariff is said to rise to as high as INR 9 lakh for a single night. Some of the rooms offer expansive views of the Buckingham Palace and Westminster Abbey, a large Gothic church which has witnessed several royal weddings and where rests monarchs and prime ministers of the country.

Now in the wake of a declining pound in UK, real estate market

Kerala billionaire MA Yusuff Ali-led LuLu Group International is set to open the 'Great Scotland Yard Hotel', a seven-storey luxury property in 2019. The Lulu Group bought this iconic property; which was once the headquarters of Britain's famed Metropolitan Police, in 2015 from developer Galliard Homes for an astonishing sum of about INR 996 crore (US\$ 14 crore). The seven storey Edwardian property then underwent renovation about INR 679 crore (US\$ 9 crore).

The luxury hotel has over 150 bedrooms and 11 suites. It features a signature restaurant supervised by chef Robin Gill along with cocktail and whiskey bars, gymnasium and library. An extensive meeting room has also been developed for corporate events. Some of the bedrooms

have reportedly been converted from cells where criminals have been housed in the past. According to Hotelier Middle East, the interiors of the hotel will have feature design references from the time it housed the police headquarters, using shields, emblems, and historic details imprinted into glass and metalwork.

In 1829, Home Secretary Sir Robert Peel chose Great Scotland Yard as the HQ of the newly established Metropolitan Police. The building's main entrance was at 4 Whitehall Place, but a public office was installed to the rear at 3-5 Great Scotland Yard and so gave the HQ its famous name. The police service used the building from 1829 till 1890 and later at one point was even home to the UK's Ministry of Defense. In 1890 the police headquarters moved to a

Indian investments have increased. The luxury property is also an example of heightened Indian investments.

The hotel is hyped to be one of the most elegant ones ever built in the UK.

Twenty14 Holdings, the hospitality arm of LuLu Group International, is the investment firm, which is responsible for the acquisitions and management. The Intercity Hotel Zurich Airport is Twenty14 Holdings' first hotel in mainland Europe, located in Zurich, Switzerland. Their other projects include Waldorf Astoria at Edinburgh, UK, The Steigenberger Hotel at Business Bay, UAE, Sheraton Hotel at Oman and Port Muziris at Cochin, India and Marriott Hotel at Bengaluru, India.

Hyatt Hotels ventures into eight new markets, marking its presence in 27 cities across India



Hyatt Hotels has announced adding another 2,100 guestrooms to their vast repertoire of rooms, through new openings. They will be throwing open the doors to more than 14 properties over the next 24 months. Apart from expanding in gateway cities, the hospitality group is now

laying more emphasis on leisure and cultural destinations, with a focus on emerging cities within India. Hyatt plans to expand its brand footprint in Kerala with the opening of Hyatt Regency Kochi Malayattoor, a resort property on the banks of Periyar River and Hyatt Regency in Thrissur.



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Coco Soul range of products

Marico Limited, a leading FMCG major in India has launched a range of vegan gourmet products under the brand name Coco Soul. According to Marico, the range includes 100 per cent organic virgin coconut oil, 100 per cent natural virgin coconut oil and 100 per cent natural infused variants of cold pressed virgin coconut oil, and Coco Soul Foods which include coconut spreads, coconut chips and 100 per cent organic coconut sugar. The organic variants marks Marico's first foray into the organic products space.



NatureFresh Professional unveils bakery shortening range in Kerala market.

NatureFresh Professional, a fast growing national brand and supplier of bakery shortenings and margarines from Cargill's Oils business in India, has launched a wide range of shortenings in Kerala. The offerings include Elite, Supreme, Select, Delight, Classic, and a range of margarines, comprising three brands (namely Champion, Master and Genius). Making this launch more engaging, the brand organised a technical session with Thiruvananthapuram- and Kozhikode-based bakers, making it educative and interactive. It offers a comprehensive range of fats and margarines with varied applications for different bakery products, including kharis, puffs, biscuits, cookies, creams, and cakes, to name a few. Along with this, the brand will also provide technical expertise to the bakers regarding the latest application in baking.



Marico introduces gourmet products under Saffola Fittify Gourmet brand

Marico has launched a range of gourmet products under the brand Saffola Fittify Gourmet. These include Hi Protein Meal Soups and Hi Protein Slim Meal Shakes (which contain a blend of five superfoods - moringa, quinoa, buckwheat, amaranth and turmeric along with an array of exotic and delicious flavours). According to Marico, these products are made with plant-based superfoods, are gluten-free and have no added preservatives, no artificial colours or flavours and bring together the best of health combined with taste for a slimmer fitter life.



Bakery brand Brea launches at Kempegowda International Airport (KIAL)

Brea, a brand that provides bread and freshly-baked products to the consumers, has launched a retail outlet at Kempegowda International Airport, Bangalore. The brand retails its authentic Bangalore cookies at this outlet. The cookies come in eight flavours including butter, green chilli curry leaves, classic Khara, ginger jagery, butter salted, cashew almond variants, double chocolate and choco chip variants, which fall in the gourmet range of cookies. Brea Roti and classic combos, including Savoury Muffin and Coffee and Cheese Croissant and Coffee fresh out of the oven and a host of other products like breads, savouries and shakes are available in the outlet.



Coca-Cola India unveils Minute Maid Colour sparkling grape juice in TN

Coca-Cola has added Colour, a juice-based sparkling beverage made with real black grape juice from India, to its Minute Maid portfolio in Tamil Nadu. The new beverage is in line with the cola major's focus on developing products in India for the local market that are more suited to the palates of a particular region, especially in terms of flavours. The beverage will be available in a 250ml PET bottle priced at Rs 25. It was named Colour, since the term has a strong emotional connect and nostalgia across generations.



Fast Food & Cafe Convention

Date: 29 May 2019

Venue: The Lalit Ashok Bangalore, Bengaluru, India

Fast Food & Cafe Convention presents a forum for those in the QSR, fast Casual and café industry to converge, share ideas, thoughts and inspiration. The event will have leader speak sessions, round tables etc. aimed at sharing of ideas and addressing the concerns, opportunities and best practices of this growing industry.



Express Food & Hospitality Bengaluru

Date: 13-15 Jun 2019

Venue: Palace Grounds, Bengaluru, India

FHW India is a B2B trade show for the fast growing food & hospitality industry with the main objective of creating bigger opportunities and successful businesses for companies and trade professionals in India. It brings together the mix of buyers from across India, offering Indian and international brands a spectrum of opportunities for business networking and partnerships with established players and buyers in the Indian markets.



India HoReCa Expo 2019

Date: 5-7 July 2019

Venue: Codissia Trade Fair Complex, Coimbatore, India

The purpose of India HoReCa Expo 2019 has a singular focus — Bring together food service companies, hospitality groups and key suppliers of equipment, technology, food and services to network with the HoReCa Industry. The purpose of the event is to facilitate sharing of knowledge and best practice as well as offering an unrivalled opportunity to connect key buyers from the foodservice and hospitality sector with key exhibitors supplying into these sectors. The key speaker for the annual seminar is drawn from senior management from leading foodservice and hospitality groups that are leading the way in areas such as quality, safety, customer service, sustainability, productivity, branding, innovation, supply chain and procurement etc and can show you how improve your food and beverage operations. More than 300 VIP delegates will be attending Hospitality Trend Talk.



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TIMES FOOD & NIGHTLIFE AWARDS CHENNAI-2019

The Times Food & Nightlife Awards 2019, Chennai were presented at a function filled with grandeur at the ITC Grand Chola. Forty seven food havens were awarded at the function. The programme was also a strong reflection of the ever exploding foodscape of Chennai which has imbibed a remarkably cosmopolitan food culture. The Awards presentation function is arranged every year and it has got strongly established as a memorable event of the industry.

Here's the list of winners, who are SIHRA Members, in different categories. SIHRA News congratulates all the winners.

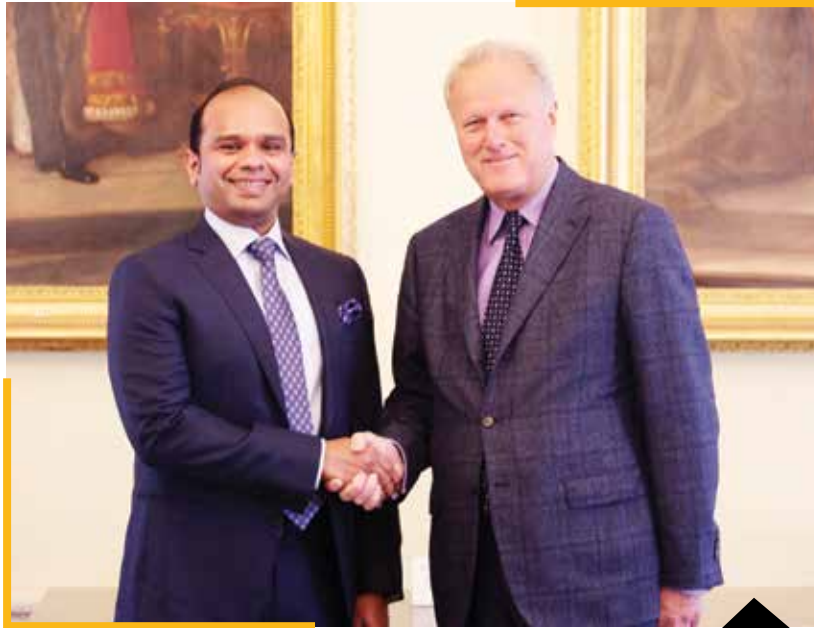
S.No.	Cuisine	Winner	Category	Member
1	Best South India	Southern Spice	Fine Dining	Taj Coromandel, Chennai
2	Best Andhra	Malgudi	Fine Dining	Hotel Savera, Chennai
3	Best North Indian	Peshawri	Fine Dining	ITC Grand Chola, Chennai
4	Best Grills	The Great Kabab Factory	Fine Dining	Radisson Blu Hotel GRT, Chennai
5	Best Chinese	Stix	Fine Dining	Hyatt Regency, Teynampet
6	Best European	Focaccia	Fine Dining	Hyatt Regency, Teynampet
7	Best Modern Indian	Avartana	Fine Dining	ITC Grand Chola, Chennai
8	Best Multi Cuisine	The Residency	Fine Dining	Crowne Park Plaza, Chennai
9	Best Global	The Flying Elephant	Fine Dining	Park Hyatt, Chennai
10	Best Pan Asian	Pan Asian	Fine Dining	ITC Grand Chola, Chennai
11	Best Pan Indian	Ayna	Fine Dining	Hilton Chennai Guindy
12	Best Vegetarian	Royal Vega	Fine Dining	ITC Grand Chola, Chennai
13	Best Mediterranean	Kefi	Premium Dining	Taj Club House, Chennai
14	Best Japanese	Yakiniku	Fine Dining	Hyatt Regency, Teynampet
15	Best Coastal	Samudra	Fine Dining	Trident, Chennai
16	Best Sea Food	The Bay View	Fine Dining	Taj Fisherman's Cove, Mamallapuram
17	Best Thai	Chap Chay	Fine Dining	Raintree, Alwarpet
18	Best Confectionery	Fabelle Chocolate Boutique	Casual Dining	ITC Grand Chola, Chennai
19	Culinary Excellence	Dakshin	Premium Dining	Crowne Plaza Chennai Adyar Park



Congratulations

Best Modern Indian (Premium Dining)–Avartana:
Mr. Anup and Chef Nikhil Nagpal receive the award from Mr. Gaurav

CWEIC - ADEEB AHAMED IS NOMINATED FOR PRESTIGIOUS CWEIC GLOBAL ADVISORY COUNCIL



Adeeb Ahamed, MD, Twenty14 Holdings with Lord Marland of Odstock, Chairman of Commonwealth Enterprise and Investment Council (CWEIC) in London. Adeeb Ahamed is nominated to the prestigious CWEIC Global Advisory Council.

This is a knowledge driven world.
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The image shows a collage of 'Executive Knowledge Lines' magazine covers. The central cover is for September 2018, Vol 14, Issue 02, Trivandrum, India. It features a portrait of Bharat Ratna Atal Bihari Vajpayee and an article titled 'Mathematics-Some Historical Thought'. Other covers visible include 'The Mythical Benefits of Music' and 'Onam Kerala'.

Executive Knowledge Lines
Authenticity, Brevity and Clarity in Knowledge Dissemination

Issue 158

Bharat Ratna Atal Bihari Vajpayee
India saw the exit of a statesman of international stature, a political leader of enviable repute, an administrator of astute caliber, a multi-faceted parliamentarian, an orator of inimitable style, a poet with abounding imagination and limitless depth of thought and above all a simple human being in the passing away of Atal Bihari Vajpayee on August 16, 2018.

Mathematics-Some Historical Thought
Development of mathematics attributed to the discovery of numbers. In the history of development of mankind, it was necessary to count items of his day to day belongings, transactions and things.

India won at the Asia Cup
India became the first team to win the Asia Cup.

Onam Kerala
Onam is a major traditional festival of the Malayalam speaking people of Kerala. It is a harvest festival celebrated with various traditional activities. Onam is a festival that is celebrated in the month of August in the Malayalam calendar. It is a festival that is celebrated in the month of August in the Malayalam calendar. It is a festival that is celebrated in the month of August in the Malayalam calendar.

Kathakali
The only dance-drama form of Kerala.

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APPOINTMENTS



Divakar Shukla
General Manager
Holiday Inn Chennai

Holiday Inn Chennai has appointed Mr. Divakar Shukla as the General Manager. Mr. Shukla brings with him 18 years of experience across brands like The Park, Taj, Oberoi & Hampshire Group of Hotels and IHG. He started his career in Food & Beverage

in 2001 with The Park Hotel, Bangalore and continued his journey with the Taj Hotels and grew up to the designation of Senior Restaurant Manager at the Taj Westend, Bangalore where he represented the hotel in Europe for an Indian Food Festival. After 3 years as F&B Manager of The Oberoi (Trident) Hotels & Resorts Jaipur, he took up the mantle of General Manager at the Hampshire Hotels & Resorts, LLC. at Dream Hotels, Cochin in 2011.



Ather Raza
Director of Operations
Sheraton Grand Chennai
Resort & Spa

Sheraton Grand Chennai Resort & Spa has appointed Ather Raza as Director of Operations. Ather brings over 16

years of experience in hospitality to his new posting. He has been previously associated with Sheraton Grand Bengaluru Whitefield Hotel & Convention Centre as an Executive Assistant Manager (Rooms). Ather has a vast experience of handling pre-opening of properties like Sheraton Bangalore at Brigade Gateway, Aloft Bengaluru at Cessna Business Park, Sheraton Grand Bengaluru, and Sheraton Whitefield Hotel & Convention Centre.



Saurav Choudhuri
Executive Chef
Radisson Blu Plaza Hotel,
Mysore

Radisson Blu Plaza Hotel Mysore has appointed of Mr. Saurav Choudhuri as Executive Chef. Mr. Choudhuri has to his credit over 16 years of

experience in culinary management with a specialisation in western Contemporary cuisine inclusive of French, Mediterranean, and Modern Asian. He has a degree in Hotel Management from Institute of Hotel Management and Catering Technology, Kolkata and is also certified by Alain Ducasse Culinary Education, Paris. His last position was as Chef de Cuisine at Novotel HICC, Hyderabad.



Vikas Vichare
Executive Chef
W Goa

W Goa has appointed Vikas Vichare as Executive Chef. Vikas brings with him 15 years of experience in kitchens across India. After completing his kitchen

management training, Chef Vikas began his career at The Oberoi Udaivilas, Udaipur in 2003 as a commis. Thereafter he honed his skill with renowned hospitality brands, his most recent stint being as Sous Chef at The Oberoi, New Delhi. A graduate from the Oberoi Centre of Learning and Development, Vikas has worked with some of the country's most acclaimed chefs.



Ajith Nair
Director of Sales and Marketing
Leela Raviz Kovalam

Mr Ajith Nair has been appointed as the Director of Sales and Marketing for Leela Raviz Kovalam. In his new role, he will be responsible for leading and improving all aspects of sales and marketing communications, promoting brand strategies and providing the best Leela Raviz hospitality to the guests. He has been in the hospitality industry for over 17 years. Prior to joining Leela Raviz Kovalam, he was with Accor Hotels.



Vinayak Patnekar
Hotel Manager
Fairfield by Marriott,
Belagavi

Fairfield by Marriott, Belagavi has appointed Vinayak Patnekar as Hotel Manager. Vinayak brings with him over 18 years of rich hospitality

experience. He has been associated with leading hotels across India and served in different capacities. In his new role, Patnekar will effectively leverage his experience of managing diverse leadership responsibilities of guest services, rooms division management, f&b operations, administration, project management, conceptualising events, driving revenues and managing human assets at Fairfield by Marriott Belagavi.



Mukesh Sharma
Executive Chef
Sheraton Grand Chennai
Resort & Spa

Mukesh Sharma has been appointed Executive Chef by Sheraton Grand Chennai Resort & Spa. Passion for food led Chef Mukesh to travel the world and to showcase the

finest of global and Indian cuisine. He played an instrumental role in the opening of 'Feast', Sheraton's signature all-day dining restaurant at Sheraton D-Cube City Seoul, South Korea. With over 17 years of experience in the hospitality industry, he has worked with Jaypee Palace, Oberoi Hotels, Taj Hotels, Radisson Hotels, Starwood Hotels, Marriott hotels, and was previously the Executive Sous Chef at The Westin Hyderabad Mindspace.



Tridip Chakraborty
Front Office Manager.
Radisson Blu Atria
Bengaluru

Radisson Blu Atria Bengaluru has appointed Tridip Chakraborty as the Front

Office Manager. Tridip's role is a crucial one as he is responsible in ensuring check-ins, check-outs, complaints and requests are addressed in real time. Prior to joining Radisson Blu Atria Bengaluru, he was with leading brands such as Royal Orchid Hotels, Park Plaza, Sarovar Hotels and the Zuri Group Global.



Manish Uniyal
Head Chef
Hyatt Centric, MG Road
Bengaluru

Hyatt Centric, MG Road Bengaluru has appointed Manish Uniyal as Head Chef. His keen understanding of the consumer palate, along with his ability to translate the same in his cuisines has given him many opportunities to shoulder

crucial responsibilities like new property launches. Chef Manish's hands-on staff management skills have helped him don the chef's toque for multiple 5-star properties across the country, including Taj, Hilton, Hyatt, Leela, etc. Chef Manish has over 18 years of experience in professional cooking and kitchen management.



Jaspreet Singh
General Manager
Azaya Beach Resort, Goa

Azaya Beach Resort, Goa has appointed Jaspreet Singh as the General Manager. Jaspreet brings with him a deep understanding of the hospitality industry after having worked at different hotels across India. Prior to joining Azaya Beach Resort, Goa, Jaspreet in the capacity of Commercial Director, launched the 1st Andaz hotel in India, adding to Hyatt's luxury lifestyle collection of 15 other Andaz hotels worldwide. He also served as the Director of Sales & Marketing (South West Asia), for InterContinental Hotels Group, for 2 years.



Mahema Bhutia

Director of Marketing
Four Seasons Hotel
Bengaluru

In her current role, Mahema Bhutia will be overseeing the sales & marketing team during the pre-opening phase while positioning the hotel as the Number 1 luxury destination in the Garden City.

Besides, she will have the

onus of positioning the second and much awaited hotel of the luxe Four Seasons brand in India. Bhutia brings with her over two decades of experience in the hospitality and travel industries and has worked with reputed brands such as The Leela Palaces Hotel and Resorts, ITC Hotels; Dusit Devarana New Delhi, Trail Blazer Tours Pvt Ltd, Thomas Cook France, Hyatt Regency Pune, Renaissance Hotel Mumbai, Oberoi Hotels and Resorts in the past.



Rohan Malwankar

Executive Sous Chef
The Westin Hyderabad
Mindspace

In his new role at The Westin Hyderabad Mindspace, Rohan Malwankar will be responsible for functioning of all seven F&B outlets along with the Executive Chef. As Executive Sous Chef, Rohan will be responsible for supervising the daily

operations of the kitchen, designing menus, developing new recipes and training the culinary team at the hotel. With a remarkable career of well over a decade, Chef Rohan is proficient in handling specialty restaurants and has a flair for culinary art trends along with specialising in Western and Oriental cuisine, team management, budgeting food and overhead costs.



Deeppreet Bindra

Director of Operations
Bengaluru Marriott Hotel
Whitefield

After having served as the Director of Sales and Marketing for more than two years, Deeppreet Bindra is to bring his expertise to his new role at Bengaluru Marriott Hotel Whitefield. As Director of Operations, Bindra

will oversee hotel operations and will aim on creating experiences for both – resident and non-resident guests. Prior to joining Bengaluru Marriott Hotel Whitefield, he worked as Director of Sales at JW Marriott at Aerocity New Delhi – Marriott International's flagship property in the Northern region of the country. He has also been associated with prestigious brands like American Express, Thomas Cook India Pvt. Ltd., Kingfisher Airlines, The Oberoi Group and Starwood Hotels.



Ashish Nehra

Director of F&B
Four Seasons Hotel
Bengaluru

In his new capacity, Ashish Nehra will oversee Food & Beverage (F&B) at Four Seasons Hotel Bengaluru scheduled for opening on 1st May, 2019. Nehra started his career as a trained Pastry Chef in Switzerland and has also worked with renowned brands such as The Leela Palaces Hotel and Resorts, Gurgaon; JW Marriott Kolkata and Delhi; The Oberoi Udaivilas in Udaipur; Wildflower Hall, Shimla; The Oberoi New Delhi, The Oberoi Rajvilas in Jaipur and The Oberoi Amarvilas in Agra.



Radhika Dhruv

Marketing Manager
Holiday Inn Chennai OMR IT Expressway

Radhika Dhruv is appointed as the Marketing Manager of Holiday Inn Chennai OMR IT Expressway – an IHG Hotel. As marketing manager, Dhruv will be handling the overall responsibility of marketing communication, public relations and leading the team to drive the growth of the hotel. Prior to this, Dhruv was with Marriott as an Assistant Manager – Marketing Communications. Being appointed from pre-opening phase, she has played a crucial role in strategising, branding, positioning and successfully launching Marriott's first resort property in South India – Sheraton Grand Chennai Resort & Spa in July 2018. Besides, she has also worked with prestigious hotels such as The LaLiT Ashok Bangalore, The Leela Raviz Kovalam and Sheraton Grand Chennai Resort & Spa and brings with her a

treasure of experience of total 10 years to the position complemented by her excellence in Front Office operations.



Anil Chadha

Vice President-Operations, Hotels Division, ITC Hotels

Anil Chadha, currently Vice President - South & General Manager – ITC Grand Chola, Chennai will be moving to Delhi as Vice President - Operations, Hotels Division, from April 1, 2019. As Vice President – South & General Manager – ITC Grand Chola, Anil Chadha was responsible for the growth & expansion in the Southern region in both the WelcomHotel & Luxury Collection brands: WelcomHotel Coimbatore & WelcomHotel Kences Palm Beach, Mahabalipuram opened under his aegis, as did the Luxury Collection hotel ITC Kohenur Hyderabad. Along with operational excellence, his passion for Food & Beverage fructified in new brands for the chain & an award-winning array of restaurants in the South, with Avartana being the crowning glory – the Southern Indian restaurant featuring reimagined, inventive cuisine that was launched under his watch. His exemplary leadership characterised by excellent people management & team building skills drives the result-oriented, passionate and ethical work culture that he inculcates. Anil Chadha's achievements are manifest in the numerous recognitions within the industry including - General Manager of the Year by Business World Hotelier, Hotelier of the Year by Food Food Awards, 2018, Whisky GM of the Year by Whisky Magazine – Icons of Whisky India, Hotelier of the Year by Vir Sanghvi in Brunch magazine, Hindustan Times, among many others. Anil Chada is an executive committee member of the Federation of Hotel Restaurant Association of India (FHRAI).



Vinay Nair

Operating Officer (COO)
Hospitality-Samana
Business Group-Kerala


Vinay Nair has been appointed as the Chief Operating Officer (COO) - Hospitality at Samana Business Group.

The award winning former

General Manager of Hilton, Chennai has had an illustrious career with over 18 years of extensive experience in operating, preopening and rebranding busy high-end hotels in Indian and UK markets.

Before, he had provided his invaluable services to Carlson Rezidor Hotel Group (Delhi), Accor Hotels (Bengaluru and London), Thistle hotels (London), Marriott Resort (Goa), Taj Lands End (Mumbai), The Gordon House Hotel (Mumbai) and InterContinental Hotels Group (Mumbai).

He is the recipient of Leader of the Year Asia Pacific-2017 and Best Professional in Hospitality-2014.



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THE LAST LEAF

The Fast Changing Face of Hospitality Sector

Over the years, the hospitality industry has evolved into a stable, undisturbed market in which steady progress has been witnessed. There is consistent revenue growth in this sector, year in and year out. Hospitality giants keep on getting bigger, widening their breadth, tightening their hold on the global market. The next five years hold the possibility for continued growth. The hospitality horizon has been witnessing exciting developments.

The advent of Airbnb has proved a milestone. Airbnb has transformed the sector by opening up private homes as private accommodations. Over the years, the company amassed more than 6 million listings in about 191 countries. This has paved way for an improvised environment for startups that seek a slice of the booming market for private accommodations by helping to fill in the gaps.

Another rising focus is on the millennial sector of travellers. According to a study by the Cornell Center for Hospitality Research, millennials are expected to represent 50% of all travellers to the USA by the year 2025. There is an increasing tendency in the hospitality sector with high-end hotels arranging excursions that give guests insight about the locale's culture and traditions, cuisine, and even arts and crafts. Hotels impress them through hassle-free transactions and ultramodern amenities, all at reasonable prices.

The technological shift which has been witnessed in every sector is being witnessed in the hospitality sector as well. An increased tech-savvy customer base has forced many technological changes being incorporated into the hospitality sector. Improved connectivity options and developing mobile technology have transformed the check-in process drastically. There are some hotel chains that use smart phones to unlock a hotel room door. Digital monetary transactions through mobile phones have taken the front seat nowadays and several applications tailored for these functions are available in plenty.

With an emerging health-conscious customer, hoteliers tend to capitalize more on this trend nowadays. Customers increasingly tend to choose hotels based on their health and fitness amenities, pools and spas. Accommodations with innovative wellness options and healthier food choices are increasingly preferred. This has also increased the concern for eco-friendly spaces, and eco-friendly practices have become a norm and this is sure to witness major shifts in the hospitality practices for the coming years over the globe.

SIJI NAIR

Managing Editor & Director
METRO MEDIA



email: sijicn@gmail.com
facebook.com/sijicn
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