

# SIHRA

HOSPITALITY MAGAZINE



**MAY-JUNE 2020**

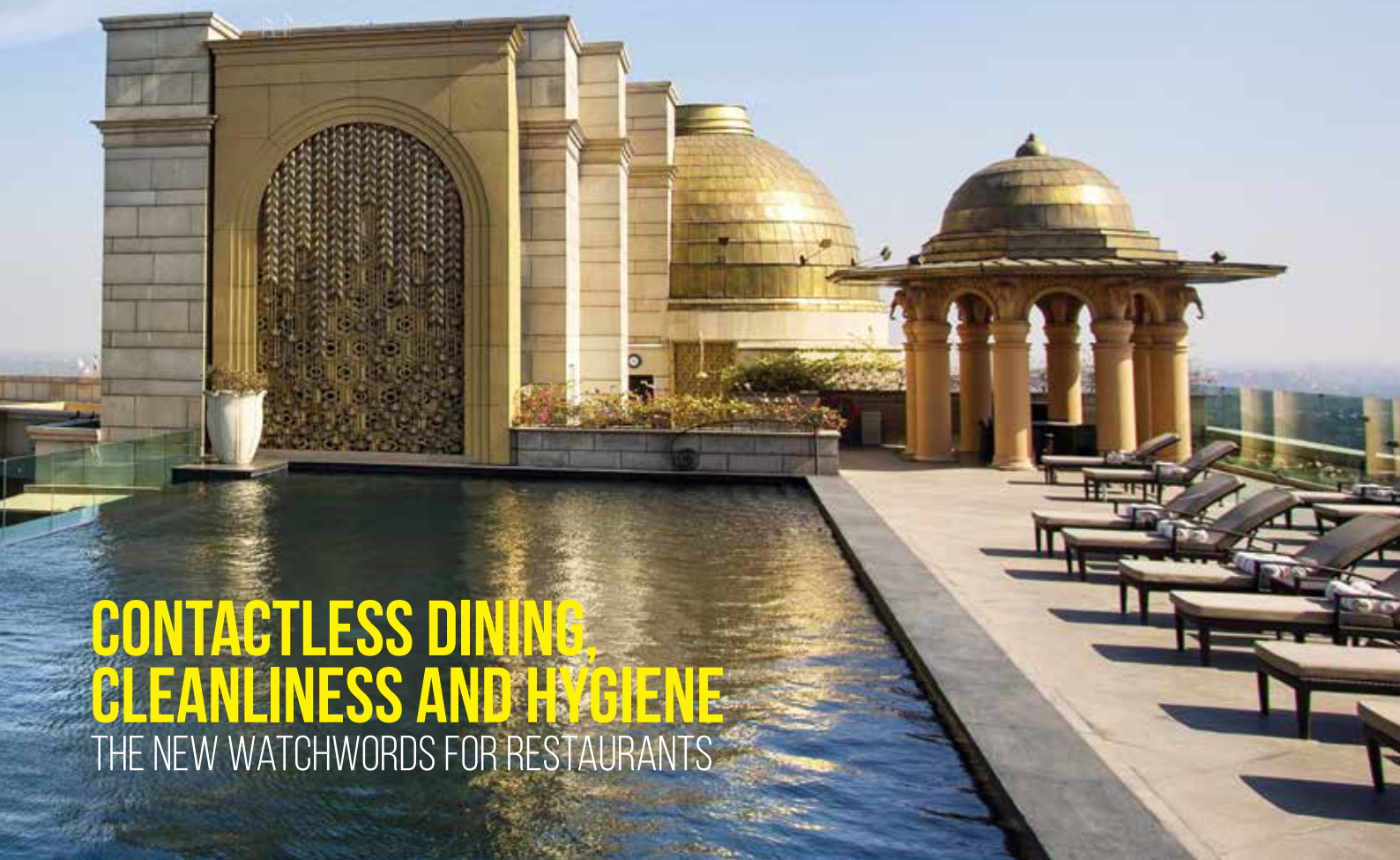
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## News

A BI-MONTHLY ON HOSPITALITY TRADE

By Metro Media



**CONTACTLESS DINING,  
CLEANLINESS AND HYGIENE**  
THE NEW WATCHWORDS FOR RESTAURANTS



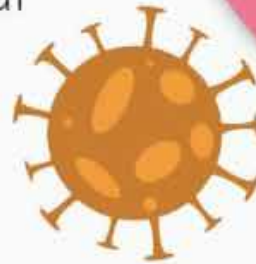


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This pandemic cannot beat our will to succeed, nor deter our commitment to the nation

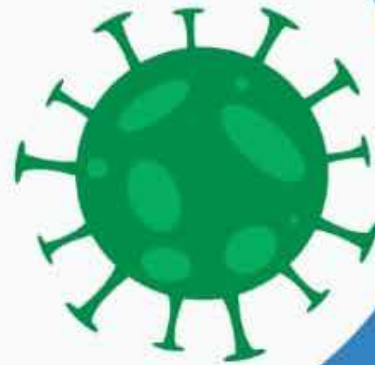
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**SIHRA** News  
HOSPITALITY MAGAZINE



## PRESIDENT'S *Message*

**K. Syama Raju**  
President  
SIHRA



Dear fellow members,

Greetings!

These past few months have indeed been extremely trying times for the hospitality fraternity as well as other industries and the whole world at large. We have been severely affected by the pandemic caused by COVID 19. Our government has managed to control the spread with the stringent measures that it put in place from March 2020. While businesses have been greatly impacted, we must understand that India has been able to manage the spread of COVID 19 with the implementation of a series of lockdowns throughout the country. This has helped check the spread of the virus.

During the lockdown, SIHRA hosted a webinar "Getting Back to the Business of Hospitality" for its Members and many of you would have participated. Useful insights were shared by the distinguished speakers on the way forward for the hospitality industry post the Covid 19 pandemic .

We must now look forward and prepare for the reopening of hotels and restaurants as per the guidelines that are being shared. Change is inevitable and we must adjust to the "new normal" and the challenges that come with it. Stay safe.

Kind Regards,  
K.Syama Raju  
President  
SIHRA

# SIHRA

## HOSPITALITY MAGAZINE



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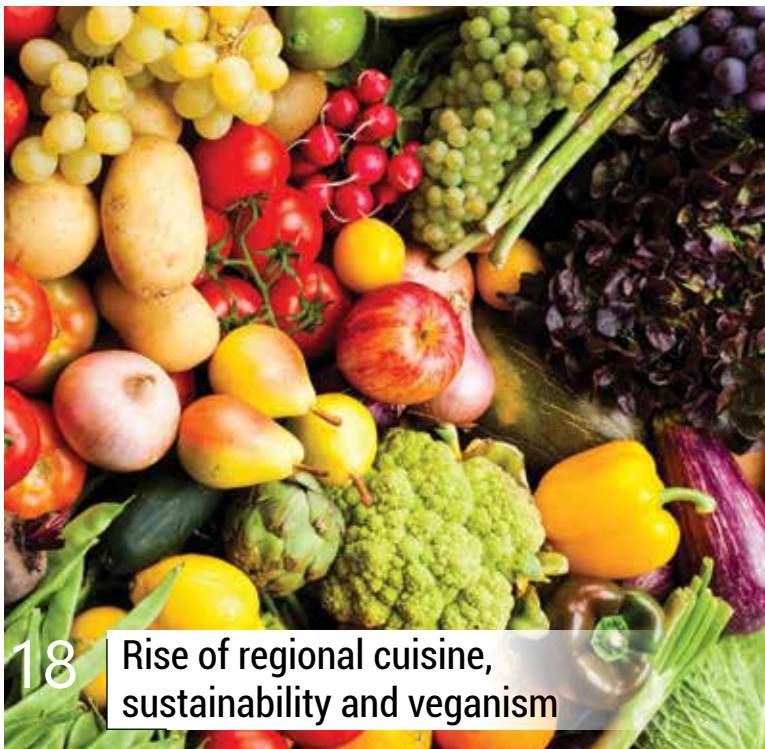
# Contents



- 06 | Contactless Dining,  
Cleanliness and Hygiene  
the New Watchwords  
for Restaurants

- 08 | SOP on preventive measures in  
Restaurants to contain spread of  
**COVID-19**

- 10 | Post COVID-19  
Protocols for Accommodation Units



- 18 | Rise of regional cuisine,  
sustainability and veganism

- 22 | [Interview](#)  
"We will not be safe  
until everyone is safe"

- 24 | [Interview](#)  
"Work on possible  
solutions to revamp"

- 26 | Tourism industry  
facing tough times



- 28 | [Appointments](#)

- 29 | [News](#)



# CONTACTLESS DINING, CLEANLINESS AND HYGIENE - THE NEW WATCHWORDS FOR RESTAURANTS

N.Vijayagopalan



**T**he Corona virus pandemic is destined to drastically change the fabric of a host of industries, among which hospitality industry being the hardest hit. According to the National Restaurant Association of India, which has almost 5 lakhs restaurants under its purview, a majority of restaurants in India will not be able to survive without government intervention. And for those that do survive, life will never be the same again when we get to the other side of the Covid-19 pandemic. Economists and social scientists are predicting lasting changes in the way we live, work and eat.

Some of these were already in the making but are expected to be fast-tracked as people change their habits to contend with the epidemic. It is likely that "some of these habits will stick", says Susan Athey, a professor of economics of technology at the Stanford Graduate School of Business, in The Washington Post.

How will the pandemic affect restaurants and the culture of eating out that had been steadily evolving in the last decade and a half, but was impacted by the economic slowdown for several months now? One of the sectors worst affected by Covid-19 will be food services, estimated at Rs 4,23,865 crore in India and



employing more than 700,000 people, according to the National Restaurant Association of India. As brick-and-mortar businesses shut down, restaurants are struggling, but small efforts are afoot to salvage whatever they can.

As an aftermath of the prolonged lockdown in place, revenue for most restaurants has hit zero. Irrespective of this, fixed costs such as salaries, rentals, GST and EMIs remain unchanged, prompting restaurants to come up with innovative ways to keep their kitchen up and running.

Restaurants are grappling with the newly emerged norms of social distancing, rigorous sanitation and hygiene checks. Added to these are the other new issues like restricted access to resources and ingredients, depleted manpower, and wary customers unwilling to spend lavishly on elaborate dishes with imported ingredients.

With work-from-home being the new norm and the government encouraging home delivery and take-aways of food, restaurants who are already burdened with expensive real estate are compelled to reinvent their business model and strategies to lure customers back to them again and to combat the spate of unanticipated challenges being confronted by them.

Health and hygiene having gained high importance now than ever,

restaurants will now have to step up their game to survive in a post-virus world. Dining-out not being an option at the moment, restaurants have stepped up efforts to get the food to the customers at home. Food apps like Swiggy and Zomato have introduced no-contact deliveries. Many restaurants themselves, have started delivering food, and have trained staff for clean and contact-less deliveries.

Even after lockdown ends, dining-out will never be the same. Studies have suggested that social distancing would have to be observed at least for the next couple of years. This means, no large gatherings - which would in turn mean restaurants will be able to run with limited capacity.

One major change restaurants are upto is contactless dining. From checking in to the restaurant and seating themselves, to ordering and online payment, limiting contact with staff is expected to become the established norm to maintain social distancing and hygiene norms.

Restaurants have started facilitating pre-booking their food through apps for customers, or doing so via smart phone apps once they reach the restaurant and are seated. Valet service would also offer minimal physical contact, via automated valet tokens and minimum-contact handover of car

key. Once the dining out process is complete, diners can simply pay via a selection of smart phone apps, thereby reducing the physical contact points to a bare minimum.

The notoriously price-sensitive consumers may finally become more mindful of quality ingredients grown in safe and sustainable ways, cooked by well-trained staff and served in hygienic conditions. This means the cost of food in a restaurant may go up, and restaurants may find it harder to compete on price alone. Many restaurants may in fact shut as people tighten their belts, reduce discretionary spend and cut down on the frequency of eating out. However, when they do eat out, they may eat at quality restaurants rather than at cheap Chinese outlets.

Against the backdrop of the current COVID-19 situation, Ministry of Health and Family Welfare, Government of India has formulated a standard operating procedure (SOP) as a set of step-by-step instructions for restaurants and other hospitality units for taking suitable measures to restrict any further transmission of the virus while providing restaurant services. The SOP outlines various generic precautionary measures to be adopted in addition to specific measures to be ensured at particular places to prevent spread of COVID-19. The SOP is expected to equip the restaurants and other hospitality units to contain the contagion and achieve efficiency, quality output and uniformity of performance.



# SOP on preventive measures in Restaurants to contain spread of COVID-19

## 1. Background

Given the current COVID-19 outbreak in India, it is important that restaurants and other hospitality units take suitable measures to restrict any further transmission of the virus while providing restaurant services.

## 2. Scope

This document outlines various generic precautionary measures to be adopted in addition to specific measures to be ensured at particular places to prevent spread of COVID-19.

Restaurants in containment zones shall remain closed. Only those outside containment zones will be allowed to open up.

## 3. Generic preventive measures

Persons above 65 years of age, persons with comorbidities, pregnant women and children below the age of 10 years are advised to stay at home, except for essential and health purposes. Restaurant management to advise accordingly.

The generic measures include simple public health measures that are to be followed to reduce the risk of COVID-19. These measures need to be observed by all (staff and patrons) in these places at all times.

### These include:

- i. Physical distancing of at least 6 feet to be followed as far as feasible.

- ii. Use of face covers/masks to be made mandatory.
  - iii. Practice frequent hand washing with soap (for at least 40-60 seconds) even when hands are not visibly dirty. Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.
  - iv. Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose while coughing/sneezing with a tissue/handkerchief/flexed elbow and disposing off used tissues properly.
  - v. Self-monitoring of health by all and reporting any illness at the earliest to state and district helpline.
  - vi. Spitting shall be strictly prohibited.
  - vii. Installation & use of Aarogya Setu App shall be advised to all.
- ## 4. All Restaurants shall ensure the following arrangements:
- i. Takeaways to be encouraged, instead of Dine-In. Food delivery personnel should leave the packet at customer's door. DO NOT handover the food packet directly to the customer.
  - ii. The staff for home deliveries shall be screened thermally by the restaurant authorities prior to allowing home deliveries.
  - iii. Entrance to have mandatory hand hygiene (sanitizer dispenser) and thermal screening provisions.
  - iv. Only asymptomatic staff and patrons shall be allowed.
  - v. All staff and patrons to be allowed entry only if using face cover/masks. The face cover/masks has to be worn at all times inside the restaurant.
  - vi. Posters/standees/AV media on preventive measures about COVID-19 to be displayed prominently.
  - vii. Staggering of patrons to be done, if possible.
  - viii. Adequate manpower shall be deployed by restaurant management for ensuring social distancing norms.
  - ix. All employees who are at higher risk i.e. older employees, pregnant employees and employees who have underlying medical conditions, to take extra precautions. They should preferably not be exposed to any front-line work requiring direct contact with the public. Restaurant management to facilitate work from home wherever feasible.
  - x. Proper crowd management in the parking lots and outside the premises – duly following social distancing norms shall be ensured.





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| <ul style="list-style-type: none"> <li>xi. Additional patrons to be seated in a designated waiting area with norms of social distancing.</li> <li>xii. Valet parking, if available, shall be operational with operating staff wearing face covers/ masks and gloves as appropriate. A proper disinfection of steering, door handles, keys, etc. of the vehicles should be taken up.</li> <li>xiii. Specific markings may be made with sufficient distance to manage the queue and ensure social distancing in the premises.</li> <li>xiv. Preferably separate entry and exits for patrons, staff and goods/ supplies shall be organized.</li> <li>xv. Required precautions while handling supplies, inventories and goods in the restaurant shall be ensured. Proper queue management and disinfection shall be organized.</li> <li>xvi. Maintaining physical distancing of a minimum of 6 feet, when queuing up for entry and inside the restaurant as far as feasible.</li> <li>xvii. Seating arrangement to be made in such a way that adequate social distancing is maintained. In restaurants, not more than 50% of seating capacity to be permitted.</li> <li>xviii. Disposable menus are advised to be used.</li> <li>xix. Instead of cloth napkins, use of good quality disposable paper napkins to be encouraged.</li> <li>xx. Buffet service should also follow social distancing norms among patrons.</li> <li>xxi. Number of people in the elevators shall be restricted, duly maintaining social distancing norms.</li> </ul> | <ul style="list-style-type: none"> <li>xxii. Use of escalators with one person on alternate steps may be encouraged.</li> <li>xxiii. For air-conditioning/ventilation, the guidelines of CPWD shall be followed which inter alia emphasises that the temperature setting of all air conditioning devices should be in the range of 24-30°C, relative humidity should be in the range of 40-70%, intake of fresh air should be as much as possible and cross ventilation should be adequate.</li> <li>xxiv. Large gatherings/congregations continue to remain prohibited.</li> <li>xxv. Effective and frequent sanitation within the premises shall be maintained with particular focus on lavatories, drinking and hand washing stations/areas.</li> <li>xxvi. Cleaning and regular disinfection (using 1% sodium hypochlorite) of frequently touched surfaces (door knobs, elevator buttons, hand rails, benches, washroom fixtures, etc.) to be made mandatory in all guest service area and common areas.</li> <li>xxvii. Proper disposal of face covers/ masks / gloves left over by patrons and/or staff should be ensured.</li> <li>xxviii. Deep cleaning of all washrooms shall be ensured at regular intervals.</li> <li>xxix. Adequate crowd and queue management to be ensured to ensure social distancing norms.</li> <li>xxx. Staff / waiters should wear mask and hand gloves and take other required precautionary measures.</li> <li>xxxi. Contactless mode of ordering and digital mode of payment (using e-wallets) to be encouraged.</li> </ul> | <ul style="list-style-type: none"> <li>xxxii. Tables to be sanitized each time customer leaves.</li> <li>xxxiii. In the kitchen, the staff should follow social distancing norms at work place. Kitchens area must be sanitized at regular intervals.</li> <li>xxxiv. Gaming Arcades/Children play areas (wherever applicable) shall remain closed.</li> <li>xxxv. In case of a suspect or confirmed case in the premises:               <ul style="list-style-type: none"> <li>a. Place the ill person in a room or area where they are isolated from others.</li> <li>b. Provide a mask/face cover till such time he/she is examined by a doctor.</li> <li>c. Immediately inform the nearest medical facility (hospital/clinic) or call the state or district helpline.</li> <li>d. A risk assessment will be undertaken by the designated public health authority (district RRT/treating physician) and accordingly further action be initiated regarding management of case, his/ her contacts and need for disinfection.</li> <li>e. Disinfection of the premises to be taken up if the person is found positive.</li> </ul> </li> </ul> |
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## PROTOCOLS FOR ACCOMMODATION UNITS

### Purpose of the Protocol

Given the current COVID outbreak in India, it is important that we modify our daily operations and restrict any further transmission of the virus at the hotel.

The new Protocol aims to minimize all possible touch points between a Staff and Guest while at the hotel. This policy is developed with the view of Government's guidelines of maintaining Social Distancing at all times by multiple preventive actions and safety measures in addition to making hotels aware about how to operate & manage running operation during current situation

It also endeavors to make the traceability of the guests easier, in case a situation in future warrants so.



### Safety and hygiene Protocol



#### Staff and Guest awareness

Managements are advised to put awareness posters, guest Do's and don'ts posters inside the rooms, maintain self-hygiene etc.



#### Availability of COVID related amenities

Below mentioned amenities must be available at the property apart from regular hotel amenities

Must Have	Good to have
Hand Sanitizers	Gowns/Aprons
Masks	Personal protective equipment (PPE)
Garbage Bags	
Chemicals for Deep cleaning	
Thermal Gun	
Hand gloves	



#### Special Recommendations

Property staff to have ArogyaSetu app for survey & same will be followed for guests during check in.



#### General Guidelines

Following general guidelines must be observed by all concerned:

- All hotel staff including security guards must wear masks and single use gloves mandatorily while performing their duties at the property.
- A safe distance of at least 2m(6 feet) should always be maintained while at the property. All staff and guests should follow this mandatorily.





- (iii) 2 m distance markings at the reception area should be done for guests to stand during check in process.
- (iv) To ensure that all hotel personnel use masks, hand gloves and sanitizers while doing daily activities, they need to be properly trained. Ground ops/ team to train the staff on this.
- (v) A well informed and trained security person and a 24x7 security guard to keep check at the main entrance gate of the area should be available (wherever applicable).
- (vi) Visitors to the hotels should not be allowed.
- (vii) CCTV cameras must be fully functional.
- (viii) All touch points (like door knobs, switches, door handles, safety latches and taps etc) must be cleaned regularly with surface cleaner i.e. R2, Detergent water, Lizol . It is advised to use Sodium Hypochlorite 1%/solution having at least 70% alcohol should be used to clean these touch points
- (ix) Daily Temperature to be checked with a thermal gun thermometer for all staff members and every guest.
- (x) Common area cleaning checklist should be displayed at the reception and rooms cleaning checklist should be displayed inside the room on the back of the door.
- (xi) In case there is any event happening at the hotel, table and seating arrangement should be done following social distancing norms



## Check-in Protocol for guests

- (i) Guests must be requested to maintain a queue with 2 m (6 ft) distance between them. Standing space signs will be placed on the floor to maintain social distancing.
- (ii) Rooms should be kept ready as soon as possible to avoid any crowd at the reception and maintain minimum contact with the guest.
- (iii) Details of the guest (Travel history, medical condition etc) along with ID and Self declaration form must be provided by the guest at the reception (for now)
- (iv) Arogyasetu app survey will be recommended to all guests. (e-pass preferably use once info released by GoI)
- (v) Interaction at reception with guests should be avoided as much as possible.
- (vi) Hand Sanitizers must be kept at the reception for guests to use. Guests to sanitize hands before & after filling relevant forms including A&D register.
- (vii) Proper records of any symptom such as cough/cold/fever should be maintained
- (viii) Self-reporting forms must be filled for International guests and A&D register must be thoroughly maintained.
- (ix) Guests should be briefed about the do's & don'ts while at the hotel.



### Room allocation process and in-room provisions

- (i). Toiletries should be kept in the room 1 Kit per day
- (ii). In case of consumables replenishment, guests should inform the property manager/GRE.
- (iii). Reception no., PM's mobile no & other important contact details must be available in the room.



### Room service

- (i). Communication B/W guests and in-house Ops should be strictly through intercom or mobile phone.
- (ii). Any items required (Water bottle/Toiletries/Medicine/Linen) should be given to guests while maintaining 1m distance & trays must be used to avoid hand contact.
- (iii). Staff should be trained again for troubleshooting normal issues like TV remote issues, geysers etc so that they can inform guests & solve accordingly on call.



### Room & common area cleaning

- (i). Guest recommendations will be taken for cleaning. Daily cleaning with an option for the guest to opt out.
- (ii). Linen should be changed as per the request by the existing guest.
- (iii). In case deep or normal cleaning, housekeeping staff must wear masks before entering the room and during the cleaning process, guests should stay in the lobby near the room without touching anything.
- (iv). In case of room cleaning after checkout, process outlined should be used
- (v). Housekeeping Staff must wear masks or PPE (wherever applicable) while clean/deep cleaning the room.
- (vi). Staff must sanitize their hands or wash their hands with soap before & after the cleaning process.







Area/Item	Item/Equipment	Frequency	Method/procedure
General Cleaning	R2/Detergent & Warm Water,Disinfectant	Twice a day	<ul style="list-style-type: none"> <li>•Scrub floors with hot water &amp; detergent using minimal water</li> <li>•Clean with plain water</li> <li>•Allow to dry &amp; MOP with disinfectant</li> </ul>
Lockers, Tables Cupboard, Wardrobes	Damp Duster with disinfectant	Daily	<ul style="list-style-type: none"> <li>•Damp dust with regular disinfectants</li> </ul>
Railings	Detergent/Sanitizer-hot water , Disinfectant	Twice a day	<ul style="list-style-type: none"> <li>•Damp dust with warm water &amp; detergent followed by disinfection</li> </ul>
Mirrors & Glass	Warm water/Detergent	Daily	<ul style="list-style-type: none"> <li>•Using warm water &amp; a small quantity of detergent &amp; using a damp cloth, wipe over the mirror, then using dry cloth buff the mirror &amp; glass to a clean dry finish</li> </ul>
Furniture & Fittings	Disinfectant, Duster	Daily	<ul style="list-style-type: none"> <li>•Using disinfectant damp dust furniture &amp; fittings, including chairs, stools, beds, tables etc.</li> </ul>
Light Switches/Over bed lights	Disinfectant, Duster	Daily	<ul style="list-style-type: none"> <li>•Light switches to be cleaned of dust,spots&amp; finger marks,clean with a damp clothes</li> <li>•Over bed lighting to be damp dusted,clean with damp cloth</li> </ul>
Toilet Pot/Commode	R1/Soap powder,Long handle angular brush	Whenever required	<ul style="list-style-type: none"> <li>•Inside Of toilet pot/commode</li> <li>•Scrub with the R1/soap powder &amp; angular brush</li> <li>•Clean with R1/soap powder &amp; scrubber</li> </ul>
Toilet Floor /Sink	R1/Soap powder,scrubbing brush	Whenever required	<ul style="list-style-type: none"> <li>•Scrub with soap powder &amp; the scrubbing brush</li> <li>•Wash with water</li> </ul>
Taps & Fittings/Shower area	Warm water, Detergent powder, Nylon scrubber	Whenever required	<ul style="list-style-type: none"> <li>•Wipe over taps &amp; fittings with a damp cloth &amp; detergent</li> <li>•Care should be taken to clean the underside of taps &amp; fittings</li> </ul>



## Food Service

- (i) Food must continue to be prepared inside the hotel kitchen wherever the hotel has a kitchen.
- (ii) In case the kitchen is not present on the property, the owner should continue to get meal supplies from existing vendors.
- (iii) It is advised to use disposable cutlery at the hotel for all purposes and used disposable cutlery must be kept in garbage bags. In case of non-disposable cutlery, used plates and cutlery to be kept outside the room.



## Checkout Protocol

- (i) Guests should inform at the reception an hour before the check out.
- (ii) Guests should only check out once he is confirmed by the reception.
- (iii) Guests should be informed about the payment to be made in advance and the guests may be requested to make the payment via digital mode as much as possible.
- (iv) Management to call the police station if it is a statutory requirement.
- (v) Post check Out rooms to be cleaned and clean linen and towel to be provided.
- (vi) Linen must be changed after every checkout and for longer stays as per the request by the guest.





### **Linen count, allocation & cleaning SOP**

- (i) Sufficient linen to be mandatorily available at the property
- (ii) Housekeeping staff should use masks and hand gloves while handling used linen and should be kept in a separate place.
- (iii) Laundry services must continue in an existing manner.



### **Staff & Guest training**

- (i) All the staff including the security guard should be properly briefed about the processes and a drill regarding the same must be put in place.
- (ii). Awareness and emergency posters must to be placed inside the rooms
- (iii). Hub trainers/Ground team to train the hotel staff if needed.



### **Protocol for handling suspected & COVID positive guests**

Ministry of Health and Family Welfare : SOP For handling Suspected & Covid positive cases



### **During Check-in (if guest is sneezing or coughing)**

- (i). Do not deny Check-in
- (ii). Maintain a safe distance of 6 feet from the guest.
- (iii). Encourage guests to sanitize their hands/ wash hands with soap.
- (iv). Offer medical assistance to the guest.
- (v). Keep a watch over the health condition of the guest (call him on the extension and check his well-being, offer medical assistance)
- (vi). Deep clean the reception areas with a disinfectant



### **If Illness persists**

- (i). Room should be locked and the entire floor, reception and all common areas to be deep cleaned and fumigated
- (ii). Linen and other items must be washed separately.
- (iii). Call the Corona helpline number
- (iv). In case suspected guests flee/ not traceable, inform the police immediately.

## **KIND ATTENTION ESTEEMED READERS**

The unprecedented restrictions on the movement of people and goods following declaration of the national lockdown significantly impacted almost every aspect of the production, printing and publishing of SIHRA News. The process of publishing of the editions from January 2020 which was under progress was halted and as getting them printed and dispatching was not possible. Further, the distribution of printed copies may take some more time under the prevailing scenario.

In the above circumstances, we have no other recourse than to bring the magazine to you in the digital platform for the time being. As such, SIHRA News will reach you only through the digital platform until normality returns. The digital version of SIHRA News can be accessed on our website [www.sihranews.in](http://www.sihranews.in)

This combined May - June 2020 edition is a result of the above temporary change. SIHRA News has been earnestly endeavouring to maintain high quality not only in content but also in design and printing. We are sure our subscribers who would, albeit temporarily, miss the feel and look of the print edition of the magazine would bear with us and extend their continued support.

Hospitality industry is one among the sectors which have been most severely affected due to the pandemic and the lockdown. The past few months saw a drastic change in the whole industry scenario. SIHRA News pledges its unstinted solidarity with the hospitality sector in this crucial context. We have decided to support the members of SIHRA through 50 free advertisements. Further, we will be publishing features on the newly launched cleaning / hygiene / safety / sanitisation solutions / products / equipments in SIHRA News to give them increased limelight.

We solicit the co-operation of all stakeholders.

Editor  
SIHRA News



## Protocol for Repair and Maintenance

- (i) Rooms to be audited for Repair & Maintenance after checkout.
- (ii) Staff should get on a video call with the guest to better understand the issue or assist the guest. In case it is not possible because of any reason (guest does not have video phone or guest is not well enough) only then staff should go to room and check for the issue.
- (iii) Maintenance personnel to wear hand gloves and masks while doing the services inside the room. Guests are advised to stay outside the room.



## Do's and Don'ts for the guest



- (i) Do not step out of the room unnecessarily. Wear a mask whenever outside the room.
- (ii) Clothes should not be washed inside the room.
- (iii) In case a balcony is shared with another room, please be on the side of your room. Do not interact with the other rooms guests
- (iv) No visitors should be allowed in the rooms
- (v) Doors should be kept closed and any contact with the door knobs should be avoided by staff
- (vi) Kitchen and washing area entry must be prohibited for guests
- (vii) Always keep a safe distance of at least 2 m (6feet) while you are at the property.
- (viii) Wash your hands frequently with the soaps/sanitizers provided
- (ix) Put all disposable plates/cups/bottles after use in the garbage bag.

## Do's and Don'ts for hotel staff

- (i) Hotel staff should follow restricted movement (only in cases of work) around rooms
- (ii) Hotel staff are advised to maintain minimum 2 m (6 ft) distance with the guests and other staff members at all times
- (iii) Hotel staff should sanitize/wash their hands regularly
- (iv) Hotel staff should adhere to zero touch policy.
- (v) All hotel staff should wear masks all the time

## Posters

- (i) Emergency helpline numbers - At the reception
- (ii) 2 m (6 feet - Reception & other strategic places
- (iii) General Information - Reception
- (iv) Hand Washing - Reception & Inside the room
- (v) Respiratory hygiene - Reception & Inside the room
- (vi) Dos & Don'ts





# you only need one

നമ്മുടെ ജീവിതത്തിൽ നാം തിരക്കു പിടിച്ച അങ്ങോട്ടുമിങ്ങോട്ടും ഓടുന്നതു പോലെ, നമ്മുടെ ഫോണിലും ഒരു ക്രമവുമില്ല. നമുക്ക് പല അക്കൗണ്ടുകളുണ്ട്; പല പാസ്‌വേർഡുകളുണ്ട്. ഇതൊന്നും ഓർത്തു വെക്കാൻ സാധിക്കുന്നതല്ല. കൂടാതെ, കുറേയധികം ആപ്ലിക്കേഷൻ തുറന്നു നോക്കേണ്ടതിന്റെ ബുദ്ധിമുട്ടുമുണ്ട്.

പക്ഷേ, ഇപ്പോൾ, നിങ്ങൾക്ക് അത്യാവശ്യമുള്ള സൗകര്യങ്ങൾ ഒരൊറ്റ ആപ്ലിക്കേഷൻ നേടാം. ബാങ്കിംഗ് ഇടപാടുകളായി കോട്ടെ, ഷോപ്പിംഗ് നടത്തുന്നതിനായിക്കോട്ടെ, സാദിഷ്‌മായ ഭക്ഷണം കഴിക്കുന്നതിനായിക്കോട്ടെ, സ്ഥലങ്ങൾ ചുറ്റിക്കാണുന്നതിനായിക്കോട്ടെ... എല്ലാറ്റിനുമായി ഒന്ന് ടാപ്പ് ചെയ്താൽ മതിയാകും!

നിങ്ങളുടെ എല്ലാ ആവശ്യങ്ങൾക്കുമായി ഒരു ഒറ്റ ആപ് മതിയെങ്കിൽ, പിന്നെ ഒത്തിരി ആപ്ലിക്കേഷൻ നോക്കി, എന്തിന് നിങ്ങളുടെ വിലപിടിച്ച സമയം കളയണം?

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ഡെസ്ക്ടോപ്പിനും ടാബ്‌ലെറ്റിനും സ്മാർട്ട്ഫോണുകൾക്കും ലഭ്യമാണ്.



ഇൻസ്റ്റന്റ് ഡിജിറ്റൽ അക്കൗണ്ട്



മൈ ഡ്രീംസ്



ഇൻസ്റ്റന്റ് ലോൺസ്



സ്പെൻഡ് അനാലിസിസ്



ജസ്റ്റ്-ഫോർ-യു വീൽസ്



ലൈഫ് ഇൻഷുറൻസ്



ഷോപ്പ് ഓൺലൈൻ



ഓർഡർ ഫുഡ്



ബുക്ക് ടിക്കറ്റ്സ്




ട്രാൻസ്ഫർ ഫണ്ട്സ്



# RISE OF REGIONAL CUISINE, SUSTAINABILITY AND VEGANISM

V.N. Nair





*Covid-19 pandemic has drastically changed our food habits among many other things. However, return of normality in the hotels and restaurants sector is expected to see these changing food preferences gaining ground as they are more or less in tandem with what the post corona world would welcome.*

**B**efore the outbreak of Covid-19 pandemic, Food and Beverage market has been among the highest revenue-generating sectors across all industries in India. A look at the market statistics in recent years tells the story of how successful this industry has been in terms of profit generation and high returns on interest. The advent of a technology-driven customer base added more options and varieties to the already successful model though Covid-19 has drastically altered the scenario.

Before the outbreak of Covid-19, there were a few marked trends that are now transforming the India's F&B segment. People are rethinking what they eat. Most of the emerging trends are a result of the increasing awareness of the impact of foods and food habits on health with an increasing percentage of population across India realizing that health is wealth.

This article attempts to give a few glimpses into the trends which have been gaining ground in the recent past.

1. Consumers are becoming more and more conscious now of what health benefits their food has and what health hazards what they eat have.
2. Regional cuisines are on the rise.
3. The focus is on mining lost recipes of India and local ingredients.

4. The larger goal is to dig through centuries-old traditions of food, in terms of ingredients and techniques, and adapt the unearthed treasures for the modern palate.
5. With India having a vast regional diversity and being rich in indigenous centuries old vegetables and several of these native ingredients being no longer part of modern-day cooking, Chefs have started to dig through India's culinary history for recipes that are lost to time.
6. Veganism is increasingly finding an audience as is wellness food.
7. There is increased customer demand for plant-based proteins and meat alternatives.
8. How food is cooked is as crucial as the fact that the ingredients are sourced not just locally but also sustainably.
9. The key focus is in selecting the right ingredients and employing cooking techniques such as stir-frying, grilling and liberal use of the tandoor.
10. New varieties of superfoods, quinoa and couscous also feature on the menu.
11. There is increasing preference towards Indian cuisine along with growing belief that one should always cook with seasonal and local ingredients.
12. Gluten-free menu including croissants, burgers, pizzas, puffs and pancakes are becoming trendy.





13. Foods which are high on protein and carbohydrates and low in fats are gaining increasing preference.
  14. Food wastage is controlled with quality checks right from the time of receiving the ingredients, following recipe cards, and optimal use of ingredients and resource along with apt portion control.
  15. Super regional food, such as tribal food, is one of the biggest trends.
  16. There is a marked rise in vegetarian regional cuisine.
  17. Hotels have started insisting that most of the ingredients are locally sourced from farmers or producers directly.
  18. Some hotels invite residents, housewives and grandmothers to their kitchens to cook with them, to ensure authenticity of the food.
  19. Hotels are exploring several new initiatives such as creating more sustainable and smaller menus, with use of lost local ingredients.
  20. Menu changes in many hotels at least four times a year.
  21. The demand for vegan, gluten-free, sugar-free, dairy-free and Keto diet has significantly increased.
  22. A few hotels are understood to be looking at incorporating Ayurvedic food studies, current trends and food needs as a subject in their kitchen management training programs.
  23. Sustainability in the kitchen is becoming an area of highlight and hotels have started providing a platform to farmers, incorporating locally sourced ingredients in their menus and creating zero-waste kitchens.
  24. Hotels are using several concepts such as a compost machine, zero wastage, promoting local ingredients and herbs in their bid to become more sustainable.
  25. A few hotels have in-house water plants to purify water and use them across the property, instead of plastic bottles.
  26. Hotels have started looking at specialists to include design elements that will support zero wastage.
  27. There is an increased push toward organic farming methods — fewer chemicals, low on preservatives, and better soil management — with better equipment, streamlined supply chains, and the benefit of modern marketing.
  28. As 'no alcohol' is a big trend, efforts are on for developing non-alcoholic cocktails. A lot of herbs are being used, that infuse flavours of whisky, rum and brandy to the concoction.
  29. There is an increasing trend towards cooking food on different kinds of wood, such as mango and cherry wood, which imparts an unusual flavour to the cuisine.
  30. Many hotels are now working on reducing waste from the banquets.
  31. At big events, individually plated starters are served to avoid food wastage in the banqueting.
  32. Revival of some lost Indian recipes is an area showing a marked upward trend.
- Apart from the aforementioned, other factors, mostly verging on or stepping from technological progress are also expected to play key roles in shaping up the industry in the times to come. In every respect, F&B has emerged as one of the most happening segments in India, at least in the emergence and experimentation of a host of marked trends. Covid-19 pandemic has drastically changed our food habits among many other things. However, return of normality in the hotels and restaurants sector is expected to see these changing food preferences gaining ground as they are more or less in tandem with what the post corona world would welcome.



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# “WE WILL NOT BE SAFE UNTIL EVERYONE IS SAFE”



**SK HariArumugam**  
EC Member SIHRA  
Managing Director  
Poppys Hotel Pvt Ltd.

As a stakeholder in the hospitality industry, how do you view the prevailing situation resultant of Corona virus outbreak?

We are going through unprecedented times. The world is going through an incredible upheaval, disruption, discontinuity and revolution. Our standards of “normal” are changing along with our values and priorities. The hospitality industry’s core values of caring, welcoming, generosity and a willingness to help others is all the more relevant today. It is also an opportunity to create safer social interactions and controlled settings which are different from what we know.

What would the impact of the contagion on the Indian economy in general and your sector in particular as perceived by you?

The contagion affects every aspect of the society and economy. The hospitality industry is also deeply affected. However, unity is the spirit of these trying times. Overcoming this contagion is the matter of priority. It will also open fresh new perspectives on how to take the industry forward. New values, new economic systems and new political imperatives will create a shift towards a new world. It calls for innovation and creativity to rise up to new challenges posed by this new world. The industry must



reinvent itself to create new business approaches to see development in the future.

**Though Corona virus is believed to have originated not in India, what proactive steps could be taken by your industry to prevent such contagious diseases in future?**

Following governmental guidelines and taking measures to screen and work in tandem with the medical department as we handle a large inflow of foreign crowd as a nature of our industry. Strict measures like screening, quarantining and isolation as our government has shown can prevent contagions from spreading.

**The present crisis-ridden situation has thrown a lot of challenges for a large number of industries. What is your take on the opportunities hidden in those challenges to make a qualitative improvement?**

There is much to learn from every crisis. One should also look for the opportunities to improve and adapt to a changing world. Creating safe environments for interaction, and controlled settings to minimize the impact of any disease. The tourism industry is an interconnected one. It has to be fortified with crisis preparedness and disaster mitigation. The crisis has also opened our perspectives into what is absolutely essential and what is a wastage, and it helps us in becoming leaner.

**What lessons should we learn from the outbreak of this pandemic and what is the advice you would like to give to society?**

It is not enough to say that it has changed everything. Our perspectives on what is normal has changed. It has widened our vision to a larger world connected

by the minute interactions across every sphere of life. Our society, politics, industry will change unprecedentedly. There might not be a going back, but a new world we will slowly learn to embrace. This world of new values, new economic systems and new political imperatives.

**What is the key strategy you suggest to tackle the current downfall in the tourism sector as an aftermath of the CoVid-19 spread?**

CoVid-19 has changed our world, and we have to rise up to create a new one. The tourism industry is an interdependent one. It will need to fortify itself to fight any potential threats from the future. The solutions will present itself as we are readying ourselves for the future ahead of us.

“We will not be safe until everyone is safe” – Anonymous



# WORK ON POSSIBLE SOLUTIONS TO REVAMP

“

This is going to be one of the unforgettable lessons of this millennium and this will be remembered for ages and will remain in history for sure. Because this pandemic has created a panic of doomsday!! We the people, society, state, nation, should stand committed and united to fight this deadly virus. This is the need of the hour.

”

As a stakeholder in hospitality industry, how do you view the prevailing situation resultant of Corona virus outbreak?

First of all this is a great shock from which we haven't come out yet and this is not only for the hospitality industry in particular and has impacted almost every industry across the globe very badly. None of us might have thought the impact of deadly virus COVID 19 would be this worse. Prevailing situation is really bad and is worsening much faster than expected. This needs to be contained by adhering to the advisories being issued by competent authorities and by ensuring appropriate measures are taken until this is fixed. I'm pretty sure this is temporary but the impact is anticipated to last for months or probably for years for business opportunities to recover, loss to be made good and of course economic stability of our country to regain. What would be the impact of the contagion on Indian economy in general and your sector in particular as perceived by you?

This is an absolute force majeure impact and the impact is much worse than it was expected as the number of cases are going higher and higher day by day. The travel ban advisories for certain foreign nationals/countries and restrictions or cancellations of VISA, mandatory quarantine for 14 days for passengers arriving from abroad including Indians, State border closure, port entry restrictions have all shaken the overall hospitality industry. This is an absolutely bad and critical phase for hospitality sector. There is absolutely

no business on books. This is having a very bad impact on our country's economy.

Though Corona virus is believed to have originated not in India, what proactive steps could be taken by your industry to prevent such contagious diseases in future?

Prevention is better than cure and this maxim is going to gain ground in every industry. We will overcome this very soon and hopefully would be able to ensure arresting the spread of the virus. We at hospitality industry already have certain measures in place in maintaining the cleanliness in and around our hotel units as per the standards and recommended practices.

We use certified solutions to maintain high standards of hygiene for all the products that guests use during their stay. However we will revisit the existing checks for any further measure to be adopted like disinfecting the premises. Also hand sanitizers would be kept at all guest interface points and at all the work stations for staff as a proactive measure.

The present crisis ridden situation has thrown a lot of challenges for a large number of industries. What is your take on the opportunities hidden in those challenges to make a qualitative improvement?

There is no doubt about the catastrophic situation what we are in now, which is challenging large number of industries across the globe. It has not only impacted the countries which are infected by the deadly coronavirus, but the global economy is shattered as every country is dependent on one or the



other country basing on demand and supply. With this devastating impact the global trade is at stake resulting in global economy receding. It might take months or years to come out of this to get back to the normalcy. All we have to do is to work on getting things back on the track at the earliest through proactive measures. All the abrupt turbulent experiences should be taken as lessons with a positive note and we have to work on possible solutions to revamp and restore back. Also a Preparedness drive is required to handle any such impact in future (God forbid, not one more time) I consider every situation or challenge as an opportunity which would obviously facilitate getting the best outcome. Also this is the time you get to know the best of your abilities by takingt right decisions in tackling or managing the challenges. **What lessons should we learn from the outbreak of this pandemic and what is the advice you would like to give to the society?**

Every lesson we learn is very important and how well we understand and use or apply it right matters the most and that makes the difference. This is going to be one of the unforgettable lessons of this millennium and this will be remembered for ages and will remain in history for sure. Because this pandemic has created a panic of doomsday!! We the people, society, state, nation, should stand committed and united to fight this deadly virus. This is the need of the hour.

**Neena Kishore**

Group General Manager  
Gokulam Group of Hotels







# TOURISM INDUSTRY FACING TOUGH TIMES

**T**he Indian tourism industry is facing deep crisis following the Covid pandemic. The industry was looking forward for the Central government to announce a set of relief measures for the tourism industry in the recently- announced Rs 20 lakh crore package of the government. Tourism organisations have urged the Government to declare immediate measures to help the tourism industry to prevent mass bankruptcy and unprecedented layoffs. However, this has not borne fruit. According to industry sources, this would result in deep setback for the Indian tourism, travel and hospitality industry.

The tourism industry is facing a grave situation and fiscal and monetary support have not been forthcoming from the authorities. With no monetary backing, the Indian tourism industry is now facing large-scale bankruptcies, business closures which will lead to job losses across cities and towns of India.

The Covid pandemic has adversely

affected Indian tourism, travel and hospitality sector and is said to impact 10-12 per cent of India's employment by way of direct and indirect jobs. It is believed that around 70 per cent out of a total 5.5 crore workforce could get unemployed, which is around 3.8 crore people.

The industry is facing accumulated losses which began from February onwards. No cash inflow is expected for many coming months as the key segments of the Indian tourism economy - the international inbound tourists, inbound and VFR - (visiting friends and relatives) and the outbound travel will be very negligible due to international flight restrictions and downturn in key tourism markets of India.

The Indian tourism industry's loss is estimated to be to Rs 10 lakh crore due to COVID-19 pandemic. The inter-State domestic tourist season, which lost over 60 per cent in the April-July period, had collapsed for the 2020-21 financial year. Tourism

business has been severely impacted and foreign tourists are not likely to travel before 2021-22 financial year. India's top performing foreign source markets for tourism like USA, Canada, UK, Germany, China, Japan, Singapore, Russia, Italy, Spain have been severely impacted and people from these countries are not likely to travel before 2021 – 22 financial year. The inter-State domestic tourist season would be poor for the rest of year with stringent travel restrictions and reduced connectivity across States. Foreign and domestic tourism in most states would be hit severely in 2020-2021. The travel trade in India estimated in the excess of 8 billion domestic tourism footfalls, over 10.5 million foreign tourists and 6 million plus non-resident Indian (NRI) tourist footfalls.

Domestic travel and corporate travel within the country may slightly ease up in the coming months but will be highly restricted due to fear of travel especially among elders and children, social distancing norms,



corporate travel freeze and the closure of the holiday season. This will have a deep negative impact on adventure, heritage, spiritual, cruise and niche tourism segments. Exhibitions and events segments will be severely impacted due to size restrictions. As a result of this, all tourism service providers, the hotels, travel agents, tour operators, tourist transporters, restaurants, guides will be adversely affected and the tourism industry of India will be operating under extreme restrictions making most businesses unviable on a cash operating basis. Tourism industry of India first needs to survive then needs to revive and then only can it can thrive.

Tourism industry associations have urged the government to double working capital limits on interest-free and collateral-free terms for the tourist sector. This will prevent tourism businesses from going bankrupt. They have also demanded setting up a support fund by the RBI or the Union ministries of Finance or Tourism to support salaries and establishment costs in the tourism and hospitality sectors. The associations have also demanded a complete waiver of central and state statutory and

banking liabilities without any penal or compounding interest.

The associations have demanded a six-to-nine months' moratorium on all principle and interest payments on loans and overdrafts/deferment of GST and advance tax payments at the Central Government level and removal of fees for any upcoming licences/permits renewal/ excise exemption for liquor for the hospitality and travel industry across the states. They have forwarded their suggestions to the Prime Minister as well as to different central ministries, to Niti Aayog, the Parliamentary Committee on Tourism and the Reserve Bank of India.

In India, nearly 53,000 travel agents, 1,15,000 tour operators (inbound, domestic, outbound), 15,000 adventure tour organisations, 2,700 MICE, 19,11,000 tourist transporters, 53,000 hospitality and 5 lakh restaurants in India face problems of job loss and cash flow.

The Federation of Associations in Indian Tourism & Hospitality ( FAITH) has appealed to the Chief Ministers of each state to come up with a state-specific package to rescue the tourism sector. The package should include a complete waiver of all fixed

electricity and other utility charges for 2020-21 financial year without any penalties, a complete waiver of all excise duties for 2020-21 financial year without any penalties, a renewal of all licenses, permits, permissions which were expiring in 2020-21 financial year without any financial charges or penalties. The State Governments have been urged to refund for 2019-20 financial year, the State GST collected from all travel agents, tourist transporters, hotels, tour operators, restaurants and any other tourism, travel and hospitality enterprises which will help manage their working capital crisis and can be paid back in subsequent years interest-free and without any penalties.

The Federation of Associations in Indian Tourism & Hospitality is a policy federation of all the national associations representing the tourism, travel and hospitality industry of India such as ADTOI, ATOAI, FHRAI, HAI, IATO, ICPB, IHHA, ITTA, TAAI, TAFI.

The World Travel and Tourism Council (WTTC) has said that the travel sector faces a staggering 100 million job losses worldwide due to the Covid pandemic.



# APPOINTMENTS



**Sanjay Rai**  
Sr VP sales & marketing  
Sarovar Hotels

Sanjay Rai has an experience of close to four decades in brand management, customer acquisition, sales promotions, alliances & partnerships and stakeholder management. In his new role, he will be responsible for overseeing the planning and implementation of sales, marketing and product development programs for each brand targeted towards existing and new markets. His last stint before joining Sarovar was with The Oberoi as executive vice-president global sales. Prior to this, he has worked with ITC Limited for over fourteen years, handling different roles in sales and marketing.



**Supriya Malhotra**  
Area General Manager  
The Ascott Limited

In her new role, Malhotra will be responsible for Ascott's overall operations in Chennai. She will also be leading the pre-opening process of their new properties due to open in India. Malhotra has been with Ascott since 2013 and was previously the City Manager for Chennai with direct operational responsibilities of Somerset Greenways Chennai. Malhotra has an experience of over three decades in hospitality operations and has held leadership positions with global brands like Radisson, Oakwood, Renaissance and Marriott Executive Apartments.



**Mansur Ahmed**  
Deputy General Manager  
Somerset Greenways, Chennai

In his new role, Ahmed will be responsible for managing the operations of Somerset Greenways Chennai. Ahmed has worked with several prestigious Indian and international hospitality brands, including ITC Group and Marriott International. He holds a Diploma in Hospitality Management from the Canan School Of Hotel Management, Chennai, and an MBA from Charles Sturt University, Australia.



**Sougata Halder**  
Executive Chef  
Aloft Bengaluru Cessna Business Park

Before joining Aloft Bengaluru Cessna Business Park, Chef was working with Marriott Kathmandu, Nepal as the Executive Sous Chef, and was also the part of the pre-opening team. He began his career with properties like The Chancery Pavilion, Bangalore; Moevenpick Hotel and Spa, Bangalore; Bengaluru Marriott Hotel Whitefield; Four Points by Sheraton, Bangalore; JW Marriott, Kolkata and Le Meridien Gurgaon, Delhi. He has won many accolades and appreciations. His brunch buffet is listed in the 10 Best Brunches in India by GQ magazine. Has also an experience of being a part of seven pre-opening Marriott hotels throughout his career.



**Jen Varghese**  
Director - Sales & Marketing  
Renaissance Bengaluru Race Course Hotel

Jen has professional expertise in the areas of sales, business development, strategic planning, and team management, after having worked for key brands in the Hospitality Industry. Prior to joining Renaissance Bengaluru Race Course Hotel, Jen was associated with

Le Meridien Bangalore for over three years as Director of Sales and Marketing. After completing his Hotel Management course, Jen started his career as Banquet Sales Office Executive and F&B Supervisor at Taj West End Hotel for three years. He has been heading sales teams for various hotels since 2007, starting with The Park Hotel Bangalore in the capacity of Associate Director of Sales. He held sales head positions with key hospitality players such as The Lalit Hotel, Bangalore, The Leela Bangalore, Moevenpick Hotel and Spa, Bangalore and Le Meridien Bangalore.



## GRT GROUP'S NOBLE INITIATIVES



GRT Group of Hotels and Resorts has stepped up to the plate and is providing a tremendous amount of help during the ongoing COVID 19 pandemic which has affected everyone worldwide. GRT Grand has been providing meals to the

hardworking doctors of the General Hospital in Chennai as well as to Corporation health workers who have been working non-stop. In Madurai and Coimbatore the GRT hotels have been providing meals to the police force who are



on duty to ensure the safety and well being of citizens. The hotels in Tuticorin and Tirunelveli have also been in the forefront with assistance by providing meals to those working in the forefront in the fight against this pandemic

## FORTUNE HOTELS LAUNCHES ITS SAFETY AND HYGIENE PROGRAMME - 'SAFE STAYS AT FORTUNE HOTELS'



Fortune Hotels, a member of ITC's hotel group, has announced the launch of 'Safe Stays At Fortune Hotels', a comprehensive safety and hygiene programme for guests and associates that revolves around a safety and hygiene protocol, from pre-arrival to check-out. This programme is set on 10 pillars of safety and hygiene that will be diligently implemented across its hotels as they re-open/ commence operations. The chain has tied up with TQS Global to embark on Covid Secure Practices Protocol & QMS leading to ISO certification.

Aimed to provide a comfortable and positive experience to guests,

this end-to-end program will comprehensively cover all the departments & sub-departments of hotels including the heart-of-the-house and the guest facing areas. The programme, comprises an all-encompassing protocol and best practice adherence around 10 key pillars namely- deep cleaned & sanitized rooms, safe public spaces, social distancing for hospitality, f&b hygiene and safe handling procedures, safe meetings, hygiene check stations, trained and sensitized staff members, hygiene code of conduct, emergency response protocol and no contact payments & bill settlements.

## TOURISM AND HOSPITALITY ASSOCIATIONS APPEAL GOVT TO ALLOW GRADED OPENING



Tourism and hospitality associations have made fresh appeals to the government to allow a calibrated, graded opening of hotels even as confusion loom large about resumption of flight operations and passengers stared at the possibility of getting stranded at airports. Hotels and other hospitality services continue to remain prohibited in phase four as per the MHA order except those meant for housing police and government officials, healthcare workers and stranded persons including tourists and those offering quarantine facilities. Hotels have been offering quarantining services and have set aside rooms on being asked to do so by local state authorities.

## IHG HOTELS & RESORTS RAMPS UP ITS HYGIENE QUOTIENT WITH CLEAN PROMISE INITIATIVE



As the world adjusts to new travel norms and expectations, IHG® Hotels & Resorts is enhancing the experience for its hotel guests around the world, by redefining cleanliness and supporting guests' personal wellbeing throughout their stay. Using new, science-led protocols and service measures, partnering with industry leading experts Cleveland Clinic, Ecolab and Diversey, and launching a global IHG Clean Promise, the strengthened measures will give guests greater confidence

and hotel teams the protection needed. IHG's cleanliness drive already includes deep cleaning with hospital-grade disinfectants, and going forward guests can expect to see evolved procedures in every area of the hotel including Reception, Guest Room, Public Spaces and Facilities, Food & Beverage. IHG is working closely with a team of medical experts at the world-renowned Cleveland Clinic to develop guidance and resources for hotel teams on returning to work and keeping guests safe in this new environment. New standards and service approach to buffets, banquets, room service and catering are emerging. While on-property, hotel teams will also appoint Clean Champions to continue building the culture of clean instilled in IHG hotels around the world.

## IHCL FORAYS INTO ONLINE GOURMET FOOD DELIVERY WITH QMIN



Indian Hotels Company (IHCL) announced that it is foraying into new culinary offerings through the launch of a new brand called Qmin.

IHCL's Qmin mobile application to be launched on July 25 will deliver dishes from Taj restaurants in Mumbai such as Golden Dragon and Souk from Taj Mahal Palace, Thai Pavilion and Trattoria from President besides others and will gradually cover other markets such as Delhi, Chennai and Bengaluru over a period of five weeks. The gourmet Qmin shop will open in August and the Qmin will be integrated into the

chain's loyalty programme in September. The company expects that leveraging a digital platform will augment the group's existing F&B offerings and will address the consumer demand for online gourmet food delivery services. The company said Qmin will follow safety protocols such as contactless delivery and mandatory use of protective gear for delivery executives in sanitized vehicles. As per IHCL, the packaging of these food items will be eco friendly utilizing bio degradable materials, and with customised insulation boxes to preserve the food during deliveries.

## HYATT ANNOUNCES LAYOFFS ACROSS ITS GLOBAL CORPORATE FUNCTIONS TO TIDE OVER CRISIS



Leading hospitality chain, Hyatt has announced to implement layoffs and restructure roles across its global corporate functions, beginning June 1, 2020. Owing to prolonged travel ban and the expected slow pace of recovery, the hotel chain is forced to implement these measures in a bid to tide over crisis. These actions will impact around 1,300 colleagues around the world. Hyatt has taken numerous actions including reductions of company-wide expenditures, extended salary reductions for the senior leadership team and board of directors, and temporary work and/or pay reductions for all corporate colleagues

Since the start of the COVID-19 pandemic, Hyatt has taken numerous actions in an effort to meet the challenges the industry is facing including reductions of company-wide expenditures, extended salary reductions for the senior leadership team and board of directors, and temporary work and/or pay reductions for all corporate colleagues.

Laid off Hyatt colleagues will be eligible to receive severance pay, outplacement services, and benefits commensurate with their years of service. Colleagues experiencing pressing financial hardships may also seek financial support from the Hyatt Care Fund.



## BOOK NOW, PAY LATER: HOTEL CHAINS LAUNCH OFFERS, DISCOUNTS PACKAGES TO WOO CUSTOMERS



Reopening the doors of tourism may seem distant now due to fears concerning Covid-19 but that has not stopped hotels from doling out discounts, freebies and other offers to woo consumers. ITC Hotels has launched the Welcombreak all-in getaway package where customers can book now and pay later with bookings valid for stays till October 31. Starting at Rs 5299 plus taxes, the offer is valid for ITCNSE -3.41 % hotels including ITC Grand Bharat in

Manesar, ITC Rajputana Jaipur, ITC Royal Bengal Kolkata, ITC Kohenur Hyderabad, and ITC Gardenia in Bengaluru. It includes all day meals, late check outs, happy hours, and complimentary laundry.

Indian Hotels Company has launched its 4D travel experience package, Dream, Drive, Discover, Delight which includes all meals besides spa experiences and guest transfers through 'sanitised cars' at 'special rates'.

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## OCCUPANCY FALL AMONG STEEPEST FOR INDIAN HOTELS



Ravaged by the Covid-19 pandemic and the lockdown, and currently awaiting clearances from various state governments to resume operations, India's hotels have fared among the worst in the world in terms of declining occupancies and cancellations, industry estimates show. As per hospitality consultancy HVS Anarock's Hotels & Hospitality Overview, occupancies in India declined 81% in April from a year earlier. HVS is estimating a similar decline for May as well.

In the US, occupancies during April shrank almost 64% while for the UK, the decline was 71.3% as per HVS and STR data. For China and Singapore, occupancies during the same period declined by 48.7% and 29.2% respectively.

The central government had prohibited operations of hotels and other hospitality services since the beginning of the lockdown in late March, except for those meant for housing police and government officials, healthcare workers and people stranded due to travel restrictions. Hotels offering quarantine facilities were also allowed to operate.

The home ministry allowed hotels to open in a phased manner outside containment zones starting June 8. But, the guidelines also said states could, based on their assessment, prohibit certain activities outside containment zones or impose restrictions as deemed necessary.





# THE LAST LEAF

## LIFTING OF RESTRICTIONS ON TRAVEL CRUCIAL IN REVIVAL OF HOTEL INDUSTRY

Undoubtedly, the industries in India, hardest hit to COVID-19 pandemic, are aviation, hospitality and tourism which are interdependent on each other. Despite curbs being eased, recovery for India's hospitality sector remains a formidable challenge. Industry reports indicate demand has not yet revived because corporate travel is on a standstill. Leisure travel has also not seen any uptick in states which have eased restrictions because of increasing COVID cases in the country. It is reported that occupancy rates in May 2020 were in the range of 13-15% compared to 60-62% in May 2019.

Before the outbreak of the pandemic, travelling had become so commonplace, almost everyone could plan a vacation without having to worry about how to get there or where to stay. In the pre COVID world, India had emerged as a favoured destination, having risen to 34th position in the Travel and Tourism Competitive Index of the World Economic Forum.

Though the lockdown was lifted from June 8 for India's hospitality sector by the central government, but with continuing curbs on usual operations in states like Maharashtra and the national capital territory of Delhi, and struggling occupancy rates in states that allowed them to resume operations, recovery for the sector is one of the crucial issues to be tackled, given its predominance in the country's economy. Demand remains restricted with most businesses still in the rebooting phase post the lockdown. Sustained lockdowns have muted occupancy and temporarily closed many properties. Actually hotels are far more impacted than restaurants because there is no interstate movement of people, and no international travel.

The most desired revival of hotel industry depends mainly on when the restrictions on travel will be lifted. The impending worldwide economic recession is a very real threat, since it's unlikely that people will have the disposable income to travel even after the crisis, besides this the fear of infection will persist.

It is imperative that hospitality industry which encompasses a handful of key sectors of the economy should see a resurgence at the earliest. The biggest priority for all the stakeholders of the industry should certainly be to ensure they collectively navigate the crisis and restore the industry and our economy back into shape. Industry stalwarts have started to rethink ways to welcome travellers once they are willing to travel by planes, stay at hotels and socialise again.

The situation calls for synchronized efforts of the diverse segments of hospitality industry so that the synergy would be a major propelling factor for it. The whole industry looks forward to the emergence of a scenario which would warrant lifting of the restrictions on travel, which in turn is expected to give a push to the very economy itself.



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