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*Transforming the Food
and Beverage Industry:
The Rise of Generative
AI and Its Impact*



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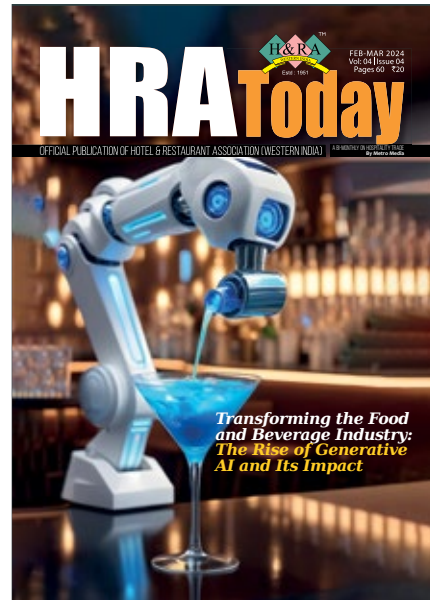
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FEBRUARY-MARCH 2024

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President's Message



Dear Members,
I hope this note finds you well.

I am pleased to share with you the latest developments and initiatives from the Hotel And Restaurant Association (Western India) – HRAWI as we enter the month of March.

I am excited to inform you about HRAWI's collaborative endeavour with the Poona Hoteliers Association (PHA) – the 'Empowering Hospitality' conclave. The event which took place at the Raddison Blu Hotel in Pune, on March 21, 2024 delved into the core principles of hospitality excellence. With a diverse array of topics ranging from 'Fire Life Safety Strategies for Hotels' to 'Classification & Industry Status of Hotels', the esteemed speakers, including Mr Hemant Khadse, CEO of East Crop Group, and Ms Subha Bhaskar, COO of Qual Star Pvt Ltd, shared valuable insights and industry-leading practices.

The event also provided a platform to recognize and honour several hospitality professionals from Pune for their outstanding contributions to the sector. Amongst them, notable figures including Mr Suresh Talera, President of Honour, PHA, received the prestigious Lifetime Achievement Award for his exemplary contribution to the hospitality sector. Additionally, Mr Amit Sharma, General Manager of Amanora The Fern, Pune and President of PHA, was recognized for his significant contribution to the hospitality sector in Pune.

In addition to our focus on enhancing industry standards, HRAWI remains steadfast in its commitment to advocating for the interests of our members. Recently, we submitted an appeal to several key authorities, including the Hon'ble Chief Minister - Shri Eknath Shinde, and Deputy Chief Minister - Shri Devendra Fadnavis, regarding regulatory measures impacting the hospitality sector in Pune.

Specifically, our concerns revolve around a recent order issued under Section 144 by the Pune Police Commissioner, which threatens to stifle business growth and impede the vibrancy of the tourism and hospitality industry in the city. The impracticality and overreach of certain directives outlined in the order encroach upon fundamental rights and create unnecessary bureaucratic hurdles. We believe that such measures lack justification and unfairly target establishments, hindering the ease of doing business.

Last month, in collaboration with the Food Safety and Standards Authority of India (FSSAI), HRAWI organized the Food Safety Supervisor Training in Advance Catering (FoSTaC) programme at the DY Patil College in Navi Mumbai. The training session witnessed the active participation of 40 dedicated hospitality professionals. The training initiatives are instrumental in providing professionals with the requisite competencies to navigate the complexities of the hospitality industry. We are committed to advancing food safety standards and have so far successfully trained and certified 2913 professionals through FSSAI's FoSTaC Training Programme.

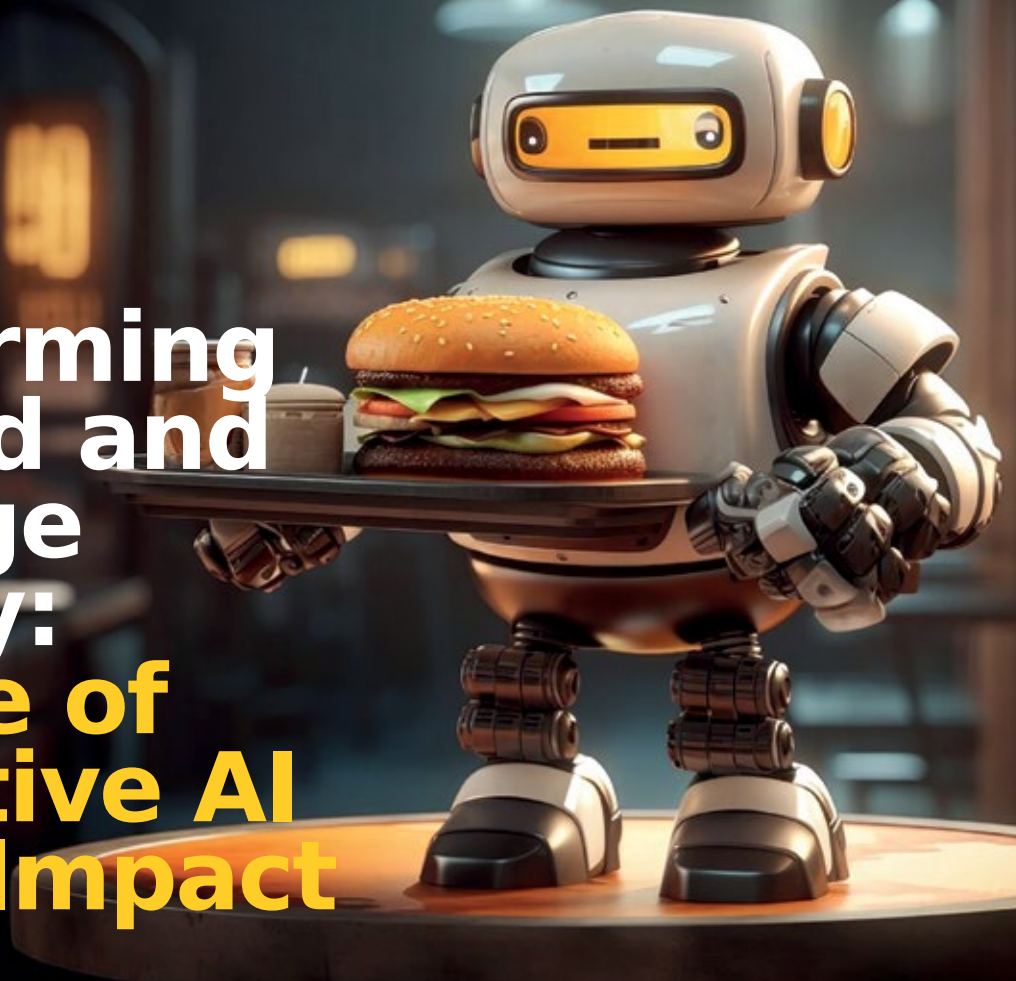
At HRAWI, we remain committed to voicing the concerns of our members and advocating for policies that nurture a conducive environment for business growth and development. Through collaborative efforts and strategic advocacy, we will continue to uphold the interests of the hospitality industry across the western region.

Thank you for your on-going support and commitment to excellence.

Warm regards,

Mr. Pradeep Shetty
President - HRAWI

Transforming the Food and Beverage Industry: The Rise of Generative AI and Its Impact



In an era defined by rapid technological advancements, the Food and Beverage industry stands at the forefront of innovation, leveraging cutting-edge technologies to enhance operations and meet evolving consumer demands. One such transformative force reshaping the landscape of this industry is Generative Artificial Intelligence (AI). From optimizing supply chains to revolutionizing product development and personalized nutrition, Generative AI is ushering in a new era of possibilities

Artificial Intelligence (AI) has been a driving force in reshaping various industries, and the Food and Beverage sector is no exception. From optimizing supply chains to offering personalized recommendations and ensuring quality control, AI has become a cornerstone of operations in this field. However, the emergence of Generative AI represents a significant leap forward.

Generative AI, encompassing technologies like Generative Pre-trained Transformers (GPTs) and Generative Adversarial Networks (GANs), introduces a new frontier in machine learning. These advanced tools utilize neural networks to generate novel data based on existing information.

In today's rapidly evolving digital landscape, leveraging cutting-edge technologies such as AI is no longer a luxury but a necessity for businesses to

thrive. At Attri, we understand the transformative potential of Generative AI and are dedicated to guiding businesses in the Food and Beverage industry toward a future where AI plays a central role in driving culinary innovation.

The 21st century has witnessed remarkable advancements in technology, most notably the development of artificial intelligence (AI). AI has permeated every industry, including Food and Beverage, catalyzing various transformations. Despite its relative youth, AI has made significant strides in the food service sector, revolutionizing not only food processing but also packaging and delivery methodologies. This research aims to explore the multifaceted impact of AI on the Food and Beverage industry.

From production to processing, the food industry is undergoing a profound metamorphosis in response to AI integration, redefining customer interactions and business operations. This study endeavors to elucidate the diverse applications of AI pertinent to hospitality-related functions, thereby illuminating the potential for its integration within restaurants.

Drawing upon secondary data and available literature, this exploratory analysis delves into the myriad ways AI has been successfully leveraged within restaurants. These include AI-driven recommendation systems, chatbots, robotic

Drawing upon secondary data and available literature, this exploratory analysis delves into the myriad ways AI has been successfully leveraged within restaurants. These include AI-driven recommendation systems, chatbots, robotic assistants, self-service kiosks, and integrated purchasing and inventory management systems, alongside emerging technologies like biometrics.



assistants, self-service kiosks, and integrated purchasing and inventory management systems, alongside emerging technologies like biometrics. By adeptly meeting the escalating demands and pace of AI integration, the Food and Beverage industry is not only keeping stride but also reshaping consumer behaviors.

Indeed, the pervasive application of AI continues to fuel industry growth; however, there remains a gap in awareness regarding its full potential. This research seeks to bridge that gap by shedding light on the transformative capabilities of AI within the Food and Beverage sector.

In recent years, the integration of artificial intelligence (AI) has brought about significant

transformations across various industries, including food and beverage manufacturing. AI technologies are revolutionizing

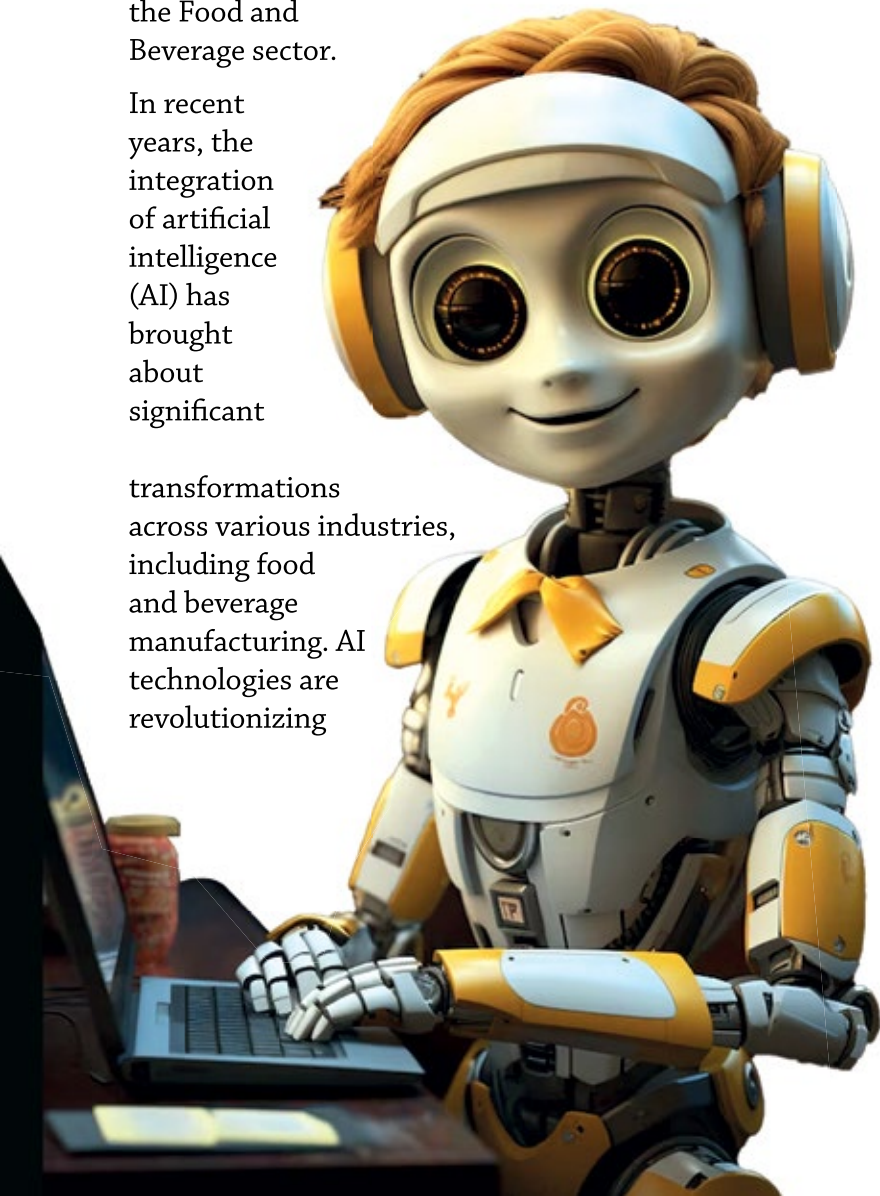
production processes, enhancing efficiency, quality control, and overall operations within the sector. From optimizing supply chains to ensuring food safety, AI is fundamentally reshaping the industry and establishing new benchmarks for the future.

AI in food and beverage manufacturing encompasses the utilization of expert data from diverse sources, facilitated through AI applications and other data channels, to enhance the efficiency, cost-

effectiveness, and accessibility of food production processes. Every piece of data holds value within the ecosystem, spanning from upstream processes involving farmers to downstream operations in production facilities.

Supply chain optimization stands out as a crucial area where AI is making significant strides. By leveraging AI algorithms to analyze complex data sets encompassing consumer demand, market trends, and inventory levels,

Quality control and inspection represent another vital domain where AI is exerting a profound influence. Traditional human inspection processes are being augmented by computer vision systems equipped with machine learning algorithms. These systems can swiftly and accurately identify defects or abnormalities in products, enhancing overall product quality while reducing costs and waste.





manufacturers can streamline production planning and inventory management. This agility enables manufacturers to adapt swiftly to changing market demands, minimizing waste, and optimizing resource allocation.

Quality control and inspection represent another vital domain where AI is exerting a profound influence. Traditional human inspection processes are being augmented by computer vision systems equipped with machine learning algorithms. These systems can swiftly and accurately identify defects or abnormalities in products, enhancing overall product quality while reducing costs and waste.

Moreover, AI is playing a pivotal role in enhancing food safety measures throughout the manufacturing process. By analyzing vast amounts of data, AI-powered systems can identify potential risks, track ingredients, and detect patterns indicative of safety hazards. Proactive measures can then be implemented to mitigate foodborne outbreaks, bolstering consumer trust and brand reputation.

On the factory floor, AI-driven predictive maintenance is optimizing equipment performance, predicting failures, and minimizing downtime, thus ensuring smooth operations.

Efficient inventory management is another area where AI shines, facilitating optimized inventory flow, minimizing waste, and maximizing the efficiency of the cold chain. AI algorithms can analyze various factors to optimize inventory levels and manage inventory across multiple locations, thereby reducing transportation costs and minimizing spoilage.

Innovation in product development is accelerated by AI, which analyzes vast data sets to generate insights on consumer preferences, market trends, and nutritional profiles. This enables the creation of customized offerings that



cater to specific consumer segments, enhancing market competitiveness.

Furthermore, AI is driving sustainability efforts by optimizing energy consumption, reducing environmental footprint, and providing consumers with access to environmental information through smart labels and scanners.

Despite the myriad opportunities presented by AI, challenges such as the need for skilled professionals, and concerns regarding data privacy and security must be addressed. Nonetheless, embracing AI promises to revolutionize the food and beverage manufacturing sector, enhancing efficiency, innovation, and sustainability, and positioning manufacturers at the forefront of industry

Innovation in product development is accelerated by AI, which analyzes vast data sets to generate insights on consumer preferences, market trends, and nutritional profiles. This enables the creation of customized offerings that cater to specific consumer segments, enhancing market competitiveness.

evolution. As AI continues to advance, its transformative impact on the sector will

continue to unfold, heralding a more intelligent, efficient, and sustainable future.

Recent Developments

AI in Precision

Fermentation: Researchers are leveraging AI models to optimize the fermentation process, ensuring the production of fermented goods with specific desired traits.

AI and Food Sustainability:

Innovations in Generative AI are facilitating the development of sustainable food solutions. Companies like Notco are utilizing AI to craft plant-based alternatives to animal products.

AI in Gastronomic

Experiences: Businesses are tapping into AI, such as Tastewise, to analyze real-time consumer food trends, providing invaluable insights to stay ahead in the market.

Personalized Nutrition

Generative AI is revolutionizing personalized nutrition by tailoring meal plans to individual needs and preferences. By integrating data such as age, health conditions, dietary restrictions, lifestyle, and taste preferences, AI generates customized meal plans. Companies like Nutrino leverage AI algorithms to offer personalized dietary advice, empowering individuals to make informed choices for healthier living.

Driving Innovation in Product Development

Attri harnesses the power of Generative AI to analyze consumer data, identify trends, and propose innovative product formulations. By incorporating

flavor pairing research and nutritional guidelines, Attri helps companies like PepsiCo and Kellogg's develop new products that resonate with consumer preferences.

Enhancing Supply Chain Management

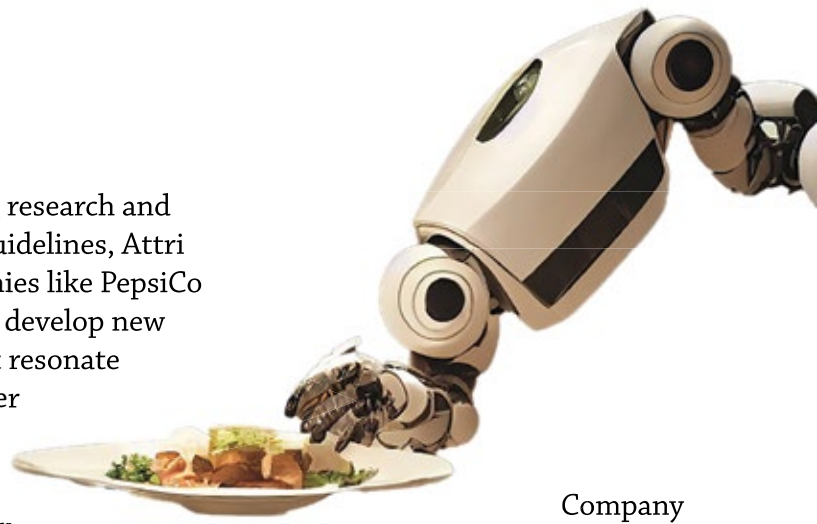
Generative AI extends its capabilities to optimize supply chain management, enabling businesses to forecast demand, optimize inventory levels, and track shipments efficiently. Companies like Walmart and Nestlé leverage AI to predict product demand and optimize their distribution networks, streamlining operations and reducing costs.

Revolutionizing Marketing and Sales Strategies

Generative AI transforms marketing and sales strategies by targeting ads to specific consumer groups and personalizing product recommendations. Companies like The Coca-Cola Company and Domino's Pizza utilize AI to analyze consumer data and enhance their sales efforts, resulting in increased revenue and improved customer satisfaction.

Ensuring Quality Control and Safety

Generative AI plays a vital role in redefining quality control processes, ensuring products meet high standards by detecting contaminants and defects. Companies like General Mills and The Hershey



Company utilize AI to identify

and remove contaminants, improving safety and product quality.

Future Perspectives

The potential applications of Generative AI in the Food and Beverage sector are vast and promising. As advancements continue, we may witness AI contributing to sustainable food solutions, revolutionizing agriculture, and even creating entirely new food categories.

However, it is essential to address challenges such as ethical considerations, data privacy, and the accuracy of AI predictions to ensure responsible and beneficial use of this technology.

In summary, Generative AI is reshaping the Food and Beverage industry, offering a myriad of opportunities. By enabling personalized nutrition, driving innovation in product development, enhancing supply chain management, revolutionizing marketing strategies, and ensuring quality control and safety, AI is leading us into an exciting era of gastronomic exploration while prioritizing health and sustainability.

FHRAI Hosts Travel for Life - Tourism Sustainability Summit 2024, signs MoUs with Indian Plumbing Association and Indian Green Building Council.



The Federation of Hotel and Restaurant Associations of India (FHRAI), the world's 3rd largest association announces the successful culmination of a one-day event "Travel for Life – Tourism Sustainability Summit 2024" held at Hotel Le-Meridien, New Delhi, on March 8, 2024. This initiative was organized with the support of Ministry of Tourism which aims to bring large-scale behavioural change amongst tourists and tourism businesses, significantly impacting environmental protection and climate action.

The event was also graced by esteemed dignitaries, including "Special Guest" Mr Yugal Joshi, Mission Director of Life & Adviser, Water, Land Resources, and Communication at NITI Aayog, Government of India, and "Chief Guest" Mr Amitabh Kant, India's G20 Sherpa and Former CEO of NITI Aayog, Government of India.

The summit aligns with the Ministry of Tourism's vision to promote environmental protection and climate action through responsible tourism. With the theme "Travel for Life", the event was aimed to bring a shift in the mindset of tourists and tourism businesses towards sustainable practices.

"I'm truly delighted that sustainability and Travel For Life is the theme of the FHRAI conference this year. As India charts its path towards sustainable growth, it's evident that tourism will play a pivotal role in shaping our future. With the potential to create 25 million new jobs in the coming years, tourism not only drives economic prosperity but also presents a unique opportunity for India to lead the way in decarbonization. Despite our low per capita consumption, we must proactively address the looming challenge of greenhouse gas emissions.

India's commitment to decarbonization is not just a necessity but a responsibility as we strive to build a greener and more resilient future for generations to come" said Amitabh Kant, India's G20 Sherpa and Former CEO, of NITI Aayog, Government of India

Speaking on the occasion, Mr. Pradeep Shetty, President of FHRAI, expressed his enthusiasm for the summit's success and emphasized the importance of collective action towards sustainability. He stated, "As stewards of the hospitality industry, we recognize that sustainability isn't just a concept—it's a powerful force for transformation. By embracing sustainable practices throughout our operations, businesses can not only ensure their long-term success but also play a vital role in fostering a healthier planet and delivering truly enriching experiences for our guests. These partnerships are aimed to drive collaborative action to enable the hospitality industry to have a lasting positive impact on our planet and its people. The time for action is now, and it's within the hospitality sector that we find the potential to lead the charge towards a more sustainable future".

FHRAI announces 54th Convention in Goa



After a gap of six years, FHRAI announced its 54th Annual Convention, to be held in Goa from 16-18 October 2024. The Federation recently organised Travel For

Life Tourism Sustainability Summit 2024 in the capital. The summit was inaugurated by Amitabh Kant, G-20 Sherpa and witnessed a strong attendance from key hospitality professionals across all categories—hotels, govt bodies, institutes and travel associations, among others. Underscoring FHRAI's vision for sustainable tourism, Pradeep Shetty, President, FHRAI, said, "FHRAI is committed and focussed to

make sustainable tourism a new agenda for the growth of the tourism and hospitality sector in the country. The Federation shall adopt it as a mission to herald a new paradigm shift in the tourism and hospitality sector in India through an enhanced focus for adopting sustainable practices, including climate action, energy and appliances efficiency, plastic reduction, biodiversity, efficient consumption."

FSSAI verifies McDonald's India uses 100% real cheese: Westlife Foodworld



India's food regulatory authority, the Food Safety and Standards Authority of India (FSSAI), has officially verified that McDonald's India utilizes 100 percent real cheese, as confirmed by Westlife Foodworld in a recent stock exchange disclosure on Tuesday.

This verification affirms McDonald's commitment to using 100 percent real cheese without the inclusion

of any cheese analogues or substitutes in their products. Additionally, the west and south zones of McDonald's India have received test results from an NABL-accredited laboratory, providing further confirmation of the use of 100 percent real cheese across their product offerings.

Westlife Foodworld, the largest franchisee of McDonald's in India, operates a chain of McDonald's restaurants in West and South India, encompassing nearly 380 units across 62 cities in Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa, Madhya Pradesh, and Puducherry.

The recent scrutiny of Westlife Foodworld arose when reports surfaced that one of its outlets allegedly

used substitutes instead of real cheese in burgers and nuggets at a location in Maharashtra. In response, the state government announced an inspection, leading to potential action against well-known global fast-food chain outlets. The Food and Drug Administration (FDA) suspended the license of a McDonald's outlet in Ahmednagar, prompting the removal of the term "cheese" from various menu items. Although the license suspension was later revoked, concerns raised by the FDA led to calls for corrective measures and inspections on a broader scale, possibly extending nationally. Saurabh Kalra, Managing Director of Westlife, affirmed the company's commitment to maintaining the highest standards and cooperation with inspections.

FHRAI partners with Sustainable Hospitality Alliance, pioneering net positive hospitality era



The Federation of Hotel & Restaurant Associations of India (FHRAI), which is the third-largest association, has entered into a Memorandum of Understanding (MoU) with the Sustainable Hospitality Alliance. This collaboration marks a significant leap forward for India's hospitality sector as it progresses towards positively impacting destinations. It signifies a milestone in the industry's journey towards contributing more to the destinations it serves than it consumes.

The MOU signed by Pradeep Shetty, President, FHRAI and Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance, signifies a shared dedication to explore collaborative opportunities and synergies between the associations to have a lasting positive impact on our planet and its people. Their objective is to pilot and implement comprehensive solutions to

mend social and environmental sustainability challenges. Both entities aim to collaborate on joint initiatives and exchange expertise, fostering mutual understanding of needs and processes.

This collaborative action within the hospitality industry creates a lasting positive impact on the planet and its people. By bringing together engaged hospitality companies and strategic partners, acting as a collective power of the industry to deliver impact locally and on a global scale.

Commenting on this collaboration, Pradeep Shetty, President of FHRAI said, "I am excited to share a substantial advancement in our industry's sustainability commitment through our partnership with the Sustainable Hospitality Alliance. We are starting an enthralling journey together to revolutionize the hospitality industry in India. This collaboration demonstrates

our strong commitment to reducing our environmental footprint while maximizing our beneficial influence on the communities we serve."

Glenn Mandziuk, CEO of the Alliance said, "As the world's hospitality industry strives for a sustainable future, I am delighted to welcome FHRAI to our community. This is a milestone for the Alliance, and will undoubtedly support India's climate action while steering its expansive hotel and restaurant industry towards achieving a Net Positive impact."

Additionally, it will research relevant FHRAI aims to enhance the dissemination and utilization of specific tools, training programs, and resources provided by the Alliance, relevant to FHRAI's initiatives in social and environmental sustainability. It will advocate the adoption of social and environmental sustainability tools and resources. They aim to collaborate with the Alliance to integrate the Hospitality Employability Programme designed for marginalized groups into the curriculum of Indian Institute of Hotel Management (FHRAI IHM) programmes. The FHRAI pledges to collaborate closely with the alliance in the execution of projects that are mutually beneficial and align with shared objectives.

Up and about for the long weekend: Hospitality, travel industry braces for higher demand during Holi week, ARR's surge



Hospitality industry is bracing for a higher demand from travellers ahead of the long weekend due to Holi and Good Friday in March. Hotels across top leisure destinations like Goa, Jaipur, Srinagar, Guwahati, Port Blair, among others are reporting surge in room

bookings and consequent rise in average room rates (ARRs) which saw an uptick ranging from 10-20 per cent higher than usual. Tejus Jose, Director of Operations, ibis and ibis Styles India, said, "As leisure destinations like Goa and Jaipur experience a surge in demand over the long

weekend, there's a noticeable uptick in ARRs ranging from 10-20 per cent higher than usual. This increase in ARRs reflects the heightened demand for accommodation in these sought-after tourist spots, driven by travelers seeking to unwind and explore during their leisure time."

Akash Gupta, General Manager, Mayfair Spring Valley, Guwahati, said, "March will be a key month for the individual travellers and family travellers ahead of school exams and the long weekend of Holi festival. Hot holiday destinations and branded hotels shall advance their ARRs due to increasing demand of individual travellers and long Holi weekend ahead."

Indian Hotels Company plans to set up 50 training centres across India by next year



The company, which has identified skilling as one of the areas of focus under its environmental, social, and corporate governance initiative Paathya, is focussing on rural areas for the skill training

programme and is confident that more than 25% of the 1 lakh people who will be skilled by 2030 will be women.

It is trying to play its part in bridging the demand-supply gap of skilled workforce in

the hospitality industry, which has witnessed robust growth in the last couple of years after the pandemic. "The industry has come back in a very strong way... In the last few quarters in terms of growth, (if it) is anything to go by, we are looking at a very robust path in front of us... The dearth of talent in the market also comes on the back of the fact that most of the hospitality companies are on a very aggressive growth path," IHCL Executive Vice President, Human Resources, Gaurav Pokhariyal, told PTI.

Hotel, amusement park associations ink MoU for industry collaboration



The Federation of Hotel & Restaurant Association of India (FHRAI) announced the formalization of an initial agreement with the Indian Association of Amusement Parks and Industries (IAAPI) with the aim of enhancing collaboration and fostering sustainable development within their respective industries.

According to the Memorandum of Understanding (MoU), the two associations will actively explore collaborative opportunities and synergies, as stated in a release by FHRAI. The primary objective of this agreement

is to facilitate meaningful interactions and business engagements among their members, with a strong emphasis on collective growth and mutual benefits through cross- industry collaborations.

FHRAI President Pradeep Shetty expressed the significance of this MoU, stating, "This marks a significant milestone in fostering collaboration and synergy within the hospitality and amusement park industries. By working together, we can unlock new opportunities for growth and innovation, ultimately benefiting our members and the industry at large."

The key areas of cooperation outlined in the MoU encompass sharing association publications such as in-house magazines, newsletters, and periodicals. It also includes the dissemination of crucial news, information, and event details to respective members through various channels like email, websites, publications, and digital media platforms.

Furthermore, the agreement involves the exchange of faculty for conferences and webinars, reciprocal booth arrangements at major events and exhibitions organized by each association, and concessional rates for association members to participate in events and conferences, according to the statement.

The MoU takes immediate effect upon signing, and it is based on mutual understanding without imposing legal or financial implications on either organization, its members, office bearers, or secretariat.

District Planning Fund of ₹381 Crore Sanctioned For Tourism Development



The Planning Department, led by Deputy Chief Minister Ajit Pawar, has allocated a fund of ₹381.56 crore for the development of religious, historical, and natural tourism destinations in the Western Ghats region of Satara district. The Government Resolution (GR), issued on March 5, reflects a strategic decision to boost tourism not only in the district but also in the state.

Amitabh Kant predicts travel and tourism will add 25 million jobs in coming years



Amitabh Kant, India's G20 Sherpa and former CEO of NITI Aayog, anticipates that the country's travel and tourism sector will generate an additional 25 million jobs in the coming years. However, he emphasizes that this growth must not compromise sustainable tourism practices. Speaking at the Travel for Life: Tourism Sustainability Summit 2024 organized by the Federation

of Hotel and Restaurant Associations of India (FHRAI), Kant highlighted the pivotal role tourism plays in India's sustainable growth.

Kant remarked, "As India charts its path towards sustainable growth, it is evident that tourism will play a pivotal role in shaping our future. With a potential to create 25 million new jobs in the coming years, tourism not only drives economic prosperity but also presents a unique opportunity for India to lead the way in decarbonization."

Aligned with the Ministry of Tourism's vision for environmental protection and climate action through

responsible tourism, FHRAI signed two Memoranda of Understanding (MoUs) during the Summit to promote sustainable initiatives within the industry. One MoU with the Indian Plumbing Association (IPA) aims to facilitate knowledge exchange and joint initiatives for water conservation and sustainable plumbing practices in hotels and restaurants. Another collaboration with the Indian Green Building Council (IGBC) underscores FHRAI's commitment to sustainable development in the built environment, aspiring to position India as a global leader in sustainable building practices by 2025.

The Fern Hotels & Resorts Celebrates Womanhood with 'Boss Lady' Offer



Celebrate International Women's Day in grand style with The Fern Hotels & Resorts' exclusive Boss Lady Offer, a specially crafted package tailored for solo women travelers. This unique offer extends a generous flat 15% discount on room bookings (excluding taxes and

fees) across all properties. Designed to honor the essence of womanhood, the Boss Lady Offer ensures a secure and enriching experience, making it the perfect choice for solo lady guests.

As part of this special offer, solo women travelers are welcomed with a non-alcoholic beverage upon arrival and enjoy the convenience of an express check-in option. Additionally, they can relish a daily complimentary buffet or set-menu breakfast, embarking on a delightful culinary journey. The Fern Hotels & Resorts enhances

the experience further by providing a 20% discount on all food and beverage offerings throughout the stay, allowing guests to savor exquisite dining options.

Adding a touch of luxury, The Fern Hotels & Resorts invites guests to unwind and rejuvenate with signature healing and wellness therapies, offering a 15% discount on spa services (where available). Moreover, guests can indulge in the luxury of complimentary daily laundry services (up to 4 pieces), ensuring an extra layer of comfort during their stay.

India's sustainable-tourism industry to grow to \$152 million by 2032



The sustainable tourism market in India, valued at \$26.01 million in 2022, is projected to reach \$151.88 million by 2032, reflecting a compound annual growth rate (CAGR) of 19.3%, as per a report by The Federation of Hotel and Restaurant Associations of India (FHRAI), KPMG, and the PHD Chamber of Commerce and Industry (PHDCCI). The industry's sustainable practices are seen as essential for long-term development, aligning with concerns about climate change and the need to reduce greenhouse gas emissions.

India faces the challenge of decoupling economic growth from emissions, even though its per-capita

consumption is lower than that of developed nations. The report emphasizes the growing importance of adopting responsible tourism practices to enhance India's tourism value while minimizing its environmental impact. Despite projections of significant revenue growth in the tourism and hospitality sector, there is a call for a shift toward sustainability.

Hotels and resorts are increasingly turning to renewable energy sources like solar, wind, and geothermal power to reduce carbon footprints. The expectation is that sustainable business practices will extend beyond large hotel chains to encompass smaller, individual

establishments. Eco-tourism, a key segment, is anticipated to experience a growth rate of 15.7% from 2019 to 2027, reaching \$4.55 billion.

The COVID-19 pandemic has acted as a catalyst, accelerating the growth of sustainable and experiential tourism. The interim budget for FY25 allocated ₹2,449.62 million to the tourism sector, emphasizing infrastructure development and promoting adventure, eco, business, and religious tourism. The government aims to preserve tourist sites and protected areas to maximize the sector's potential.

Amitabh Kant, India's G20 Sherpa and former CEO of NITI Aayog, highlighted the importance of focusing on enhancing the value per tourist rather than sheer numbers. With India set to attract 40-45 million tourists in the coming years, this strategic approach aims to attract global companies and increased investments while minimizing the carbon footprint associated with travel.

A Chulha Kitchen to revive traditional culinary practices



VMSIHE, inaugurated its newest addition, the Chulha Kitchen. Marga Cretton, former Ambassador for International Relations at César Ritz Colleges, Switzerland, inaugurated the kitchen. The event was held in the presence of Professor Irfan Mirza, director and principal of VMSIHE, as well as guests including A M Gude, Bhaskar Nayak, Prashant Rege, Hans Moser, along with staff and students.

It's time the hotel industry focused a lot more on sustainable and responsible



Amitabh Kant, India's G20 Sherpa and former CEO of NITI Aayog, urged the hotel industry to take the lead in fostering environmental sustainability and become catalysts for positive change. Speaking at the 'Travel For Life: Tourism Sustainability' conference in Delhi, organized by the Federation of Hotel and Restaurant Associations of India (FHRAI), Kant emphasized that by embracing environmental sustainability and responsible tourism, the hotel industry can not only enhance India's brand value on the global tourism stage but also attract premium

tourists and encourage green investments in the country's tourism and hospitality sector. Acknowledging the imminent growth in Indian tourism, Kant emphasized the need for responsible development, ensuring that it does not come at the expense of the environment. With limited carbon space remaining for emerging countries like India, he urged against repeating the environmental mistakes made by developed nations during their industrialization and urbanization.

Highlighting the substantial carbon footprint associated with travel, Kant advocated for a focus on value-oriented tourism over mass tourism. He praised Kerala for identifying sustainable and responsible tourism as its niche, targeting high-value tourism centered around culture, art, craft, and backwaters.

Addressing the importance of behavioral changes, Kant warned that delayed responses to climate issues could lead to the destruction of destinations. He also underscored India's "population scale" advantage in making affordable and transformational changes, drawing parallels with the digital payment revolution in the country.

Pradeep Shetty, president of FHRAI, emphasized that consumers are increasingly prioritizing environmental issues, and hotels with strong environmental credentials are likely to receive greater support. Anil Chadha, CEO of ITC Hotels and executive committee member of the Hotel Association of India (HAI), highlighted that Indian hotels rank high in their commitment to environmental sustainability, according to a global survey.

Goa To Introduce Co-Working Spaces For Beach-Loving Professionals



In an effort to diversify its tourism offerings beyond beaches, Goa is planning to introduce co-working spaces on Morjim and Ashwem beaches. The state aims to position itself as a comprehensive tourism destination, appealing to a broader range of visitors. Sanjeev Ahuja, the state tourism secretary, mentioned the government's intention to attract tourists seeking diverse activities. Co-working

spaces on the beaches will grant nomad visas, allowing individuals to work while enjoying the beauty of Goa. The facilities on Morjim and Ashwem beaches are close to completion, with efforts to secure nomad visas for prospective visitors. The state government is actively engaging with the Centre for favorable considerations, anticipating positive developments post the upcoming Lok Sabha elections.

Putting FHRAI-IHM back on the right track



In 2021, faced with years of indecision and uncertainty regarding its hotel management school in Greater Noida, FHRAI leadership entrusted the revival mission to seasoned hospitality academician and administrator, Arun Kumar Singh. Over the past three years, Singh's experience and acumen have successfully transformed the institute, overcoming various challenges.

The institute's infrastructure is truly remarkable, surpassing many central IHMs in India. Originating from a visionary initiative by past leaders of the Federation of Hotel & Restaurant Associations of India (FHRAI) at the beginning of the new millennium, the FHRAI Institute of Hotel Management (FHRAI-IHM) spans seven acres in Knowledge Park III, Greater Noida. Regarded as the second hotel school established by a hotel industry association globally, it follows the first initiated by the Singapore hotel association.

Commencing academic operations in 2005 with facilities designed to meet European hotel school standards, the institute faced challenges due to affiliation issues with a leading European hotel school. Despite attempts to secure alternative partnerships with Indian universities and bring a private partner on board for operations, these endeavors were short-lived.

In 2021, FHRAI leadership decided to revitalize the institute, placing the responsibility in the hands of Arun Kumar Singh, who had recently retired as the principal of Dadar Catering College (IHM Mumbai). Singh's understanding of the hospitality education system, particularly the National Council for Hotel Management & Catering Technology (NCHMCT) system, facilitated the rapid revamping and upgrading of the institute's infrastructure to meet National Council parameters for affiliation.

As the training infrastructure

already adhered to European standards, only minimal changes were needed to fulfill National Council parameters, stated Singh. Considering the superior infrastructure, the National Council promptly granted 100 seats for the flagship B.Sc hotel management program, along with approval for three diploma programs—Food Production, F&B Service, and Bakery—with 40 seats each.

While the first batch comprised only 10 students due to pandemic-induced admission challenges, the team remained undeterred. Singh expressed optimism, stating, "We worked hard in the second year, had fairly good admissions, and the numbers grew further this year. Hopefully, we will break even by next year."

Capacity-wise, the institute boasts one lakh square feet of training space, including smart lecture rooms, multiple training kitchens, a restaurant, housekeeping lab, computer lab, and a comprehensive library. Hostel facilities for boys (130 seats) and girls (60 seats) are available, with ample open spaces for recreational activities. Students benefit not only from financial and technical support from the hotel federation but also from various scholarships offered by hotel and restaurant companies owned by federation members.

The evolving role of women in Indian hospitality



In my role as the General Manager of Aloft Bengaluru ORR, Sita Lekshmi is honored to share insights into a topic close to my heart—the evolving role of women in Indian hospitality. The hospitality landscape in India, mirroring global trends, has been undergoing a noteworthy transformation, with women increasingly taking prominent positions in various facets of the industry, challenging stereotypes, and reshaping its narrative. This shift can be attributed to several factors, including education, changing cultural perceptions, and evolving workplace dynamics.

Education plays a pivotal role in empowering women to pursue careers in hospitality. Many educational institutions and hospitality management

programs in India actively encourage female participation, equipping them with the necessary tools to succeed in diverse roles, spanning hotel management to culinary arts.

At Marriott Hotels, we firmly believe in the power of diversity and inclusion. Recognizing that diversity enriches our workforce, enhances the guest experience, fosters innovation, and drives business success, we take pride in being part of an industry that celebrates individuals from all walks of life, providing equal opportunities for growth and advancement.

Through initiatives such as leadership development programs, mentorship opportunities, and networking forums, we offer women the support, guidance, and resources essential for thriving in their careers. By investing in their professional growth and well-being, we not only unlock their full potential but also set a precedent for other industry players to follow suit.

As a female leader within Marriott International in South Asia, I consider myself incredibly fortunate to have been mentored by our Area Vice President, Ms. Ranju Alex. She stands as a beacon of inspiration and leadership, not only within our organization but across the broader hospitality industry. Through her leadership, she has

shattered glass ceilings and paved the way for countless women to rise and thrive in leadership positions.

In addition to education and changing cultural norms, evolving workplace dynamics within the hospitality industry have contributed to the rise of women in leadership positions. Companies increasingly recognize the value of diversity and inclusion, not just as a moral imperative but also as a strategic advantage. Women bring a unique set of skills, perspectives, and experiences to the table, making them invaluable assets to the hospitality industry. Their innate ability to multitask, communicate effectively, and empathize with guests' needs aligns perfectly with the demands of our dynamic and customer-centric environment. By harnessing these qualities and nurturing their leadership potential, we empower women to excel in roles across all departments, from operations and sales to finance and marketing.

One area where the presence of women in Indian hospitality is particularly notable is in hotel management. From general managers to department heads, women are making their mark and leading by example, demonstrating their ability to drive success and innovation in this competitive industry.

Why hospitality sector needs women leaders to ensure continuous growth?



The surge of women leaders and entrepreneurs across diverse sectors in India is remarkable. Approximately 20.37% of MSMEs in the country are led by women entrepreneurs, showcasing a significant rise in female ownership of startups. This trend is particularly pronounced in the hospitality sector, where a double-digit growth trajectory is expected in the coming years, offering a prime opportunity for innovative female entrepreneurs to make their mark.

Expanding Opportunities for Women Decision-Makers in Hospitality

Despite the substantial increase in female decision-makers across various industries, the hospitality sector still faces a significant gender gap in top managerial positions. A notable report reveals that only one woman attains the CEO position compared to twenty men in the country's leading hotels. This trend is not unique to India but reflects a global challenge, where women often

face obstacles in ascending to the highest leadership roles. While women easily reach managerial, directorial, and vice-president levels, breaking through these barriers remains a formidable challenge. Increasing the number of women decision-makers can contribute to addressing gender bias in overall employment within the sector.

Addressing Gender Bias through Women Leaders

While top hotels and restaurants in India are hiring more female staff, a substantial gender gap persists, with an estimated 30-35% of women employees across all positions in the hospitality industry. The rise of women decision-makers at the helm of leading hotels is expected to significantly reduce this gender bias. As women ascend the organizational hierarchy, they challenge stereotypes and demonstrate that every role in the sector can be effectively performed by female workers and leaders.

Constructive Leadership by Women in Hospitality

In the swiftly evolving post-Covid hospitality landscape, female leaders are proving to be more constructive than their male counterparts, particularly in problem-solving and dispute resolution. As top hotels and restaurants aim to diversify their workforce and leadership, the positive impact of female decision-makers on management practices is becoming evident.

Creating Inclusive Work Cultures

The influence of female leaders extends beyond individual success stories to the organizational culture of hotels and restaurants. Hotels with women in top management witness a more inclusive and nurturing work environment. Female CEOs in leading hotels exhibit democratic and transformational leadership styles, fostering a positive workplace culture.

In Conclusion

By championing diversity, addressing gender bias, and promoting constructive management practices, female leaders are laying the groundwork for a resilient and prosperous hospitality industry, ready to meet future challenges with innovation and inclusivity.

Goa to welcome India's first beer museum



Goa is on the verge of introducing India's inaugural Beer Museum, conceived by renowned artist Subodh Kerkar. Spanning a 6000 square meter area, this distinctive museum is slated to open its doors in six months. Kerkar, the founder of the Museum of Goa (MOG), envisions the space as a cultural hub that seamlessly intertwines the history of beer with contemporary art. The museum plans to host year-round beer festivals, fostering connections with bars and restaurants, making it a noteworthy attraction for both art enthusiasts and beer connoisseurs.

The genesis of the museum stems from Kerkar's observation that contemporary art is often confined to upscale, business-centric venues, excluding many. He underscores the importance of making art accessible to a wider audience, citing the Goa Open Arts

festival as a platform for public engagement with contemporary art. Despite financial challenges in sustaining independent festivals, Kerkar remains optimistic about Goa's vibrant cultural scene, citing diverse exhibition invitations, including one related to astrology.

Describing MOG as an evolving space, a hybrid gallery-museum, Kerkar ensures its dynamic environment by actively acquiring new pieces under his daughter's stewardship, offering an engaging experience for visitors.

Impact on Tourism: India's first Beer Museum, spearheaded by Subodh Kerkar in Goa, is poised to significantly influence tourism. By seamlessly blending beer history exploration with contemporary art and perpetual festival vibes, the museum promises a distinctive

cultural encounter. This aligns with Goa's identity as a destination synonymous with leisure and creativity, appealing to a diverse audience from art aficionados to casual tourists.

Kerkar's reflections on the cultural amalgamation and globalization shaping Goa underscore the state's allure as a melting pot of traditions and innovations. His advocacy for art as an integral facet of human civilization aligns with the museum's mission to democratize art access, fostering a deeper appreciation for creativity across society.

Conclusion: The Beer Museum in Goa transcends being a mere attraction; it signifies a fusion of cultural exploration, education, and entertainment. By presenting contemporary art through the prism of beer history and facilitating year-round celebrations, it not only enriches Goa's cultural landscape but also establishes a new benchmark for tourism in India.

This groundbreaking venture is anticipated to attract visitors globally, solidifying Goa's status as a lively and inclusive cultural tourism destination. Subodh Kerkar's vision for the Beer Museum exemplifies the transformative influence of art in bridging communities, cultures, and experiences, ensuring a dynamic and inclusive space for all.

Mumbai To Soon Get Pod Taxi Services Between Bandra And Kurla



The Maharashtra government has unveiled plans for a pod taxi service aimed at improving

commuting to Mumbai's Bandra-Kurla Complex, a major business hub. The Mumbai Metropolitan Region Development Authority (MMRDA) has approved the service for the 8.8 km route connecting Bandra and Kurla railway stations. These six-passenger pods are set to operate at a speed of 40 km per hour, with 38 stops along the route. The

initiative, implemented through a public-private partnership, is expected to significantly enhance transportation between the railway stations and the BKC area. This follows the Uttar Pradesh government's announcement of a pod taxi service connecting the Noida International Airport to the proposed Film City, scheduled for launch in 2024.

International Women's Day: MTDC introduces women-centric health zones and discounts



The Maharashtra Tourism Development Corporation (MTDC) has introduced dedicated health and wellness zones at selected tourist accommodations to prioritize the well-being of women. These zones offer a variety of activities such as yoga, Zumba, dance, and aerobics, complemented by an open-air gym specifically designed for women. To mark International Women's Day, MTDC is extending a 50% discount on accommodation reservations for women and their families from March 1-8.

According to Deepak Harne,

MTDC regional manager, the bookings for this special week are already at full capacity, with an impressive 85% occupancy recorded at the tourist accommodations during this period. The initiative has been launched at Chhatrapati Sambhaji Nagar in Nagpur and Kharghar. Additionally, women can participate in team-building activities and children's entertainment at the open-air gym.

To empower women, the program includes expert-led training sessions in self defence, along with modules focusing on leadership and personality development. Women availing themselves of the Women's Day special offers are required to present their identity cards upon arrival. MTDC, which manages 29 tourist resorts, has enlisted additional operators to coordinate accommodation

and food at various locations in Maharashtra, covering religious sites, historic forts, dense forests, hill stations, and beaches.

In alignment with this year's International Women's Day theme, 'Invest in Women – Accelerate Progress,' MTDC proudly features three tourist accommodations exclusively managed by women. This initiative stems from the Maharashtra government's circular on June 19, 2023, aimed at fostering entrepreneurship and leadership among women in tourism. As a result, three centers in Chhatrapati Sambhaji Nagar, Nagpur, and Kharghar are now fully staffed by women, including roles such as cooks, security guards, and managers. Approximately 60-70 women are actively contributing to the operation of these tourist centers, as highlighted by Harne.

Here's to the women who break barriers, inspire change, and lead with passion. Happy International Women's Day to the unstoppable force within our office!



IHCL to add Ujjain to its portfolio with new Vivanta Hotel



Indian Hotels Company (IHCL) has recently inked a deal for a new Vivanta hotel in Ujjain, Madhya Pradesh, marking it as a greenfield project.

Suma Venkatesh, Executive Vice President – Real Estate

& Development at IHCL, expressed, “This signing aligns with IHCL’s strategy of progressively establishing its presence at significant pilgrimage destinations across India. Ujjain, situated along the Kshipra River, is renowned for its religious

fairs and ancient temples. In close proximity to Indore’s city center, this marks our first venture in the city. We are pleased to partner with Phulwani Real Estate India Private Limited for this hotel.”

The hotel, featuring 130 rooms, is strategically positioned with convenient access to Indore airport and proximity to the ‘Mahakal Corridor.’ It will offer amenities such as an all-day diner, a swimming pool, and a fitness center for the convenience of guests. Additionally, the hotel will cater to both corporate gatherings and social events with banquet spaces and meeting rooms.

Upcoming SeleQtions hotel in Surat marks IHCL’s latest expansion



The Indian Hotels Company (IHCL) has inked an agreement for a greenfield project in Surat, Gujarat, branding it as an IHCL-SeleQtions hotel.

Suma Venkatesh, Executive Vice President, Real Estate & Development at IHCL, stated, “This signing is aligned with

IHCL’s vision to be present in key commercial cities across India. Surat is one of the major industrial hubs in the country. The recent upgrade of the Surat Airport to international status and its expansion will further boost the city’s economic growth.”

Strategically located on Dumas Road, the 175-key hotel is a convenient drive from the airport and key business districts. It will feature an all-day diner, a specialty restaurant, and recreational facilities such as a swimming pool and fitness center. Additionally, the hotel will boast an expansive banquet hall spanning over 8,000 sq-ft,

along with multiple conference and meeting rooms.

Expressing enthusiasm about the partnership, Rishi Shah remarked, “We are excited to partner with IHCL, and this hotel is poised to meet the robust demand for branded accommodations in the city.”

Surat, situated on the banks of the Tapti River, is the second-largest city in Gujarat and is often referred to as the ‘Diamond City of India.’

With this addition, IHCL’s portfolio in Gujarat will comprise 23 hotels across Taj, SeleQtions, Vivanta, and Ginger brands, including four under development.

HRAWI Raises Concerns Over Pune CP's Stringent Regulations Impacting Hospitality Industry; Urges CM & DCM To Intervene



The Hotel and Restaurant Association (Western India) – HRAWI has submitted an appeal to the Honorable Chief Minister, Shri Eknath Shinde; Deputy Chief Minister, Shri Devendra Fadnavis; Chief Secretary, Dr. Nitin Kareer; Tourism Minister, Shri Girish Mahajan; and Principal Secretary, Tourism, Ms. Jayashree Bhog. The association urges a reassessment of recent regulatory measures that pose a threat to business growth and hinder the vibrancy of the tourism and hospitality sector in Pune.

In the representation addressed to the Chief Minister, HRAWI raised concerns about a recent order under section 144 issued by the Pune Police Commissioner. The association believes this order could have far-reaching and detrimental effects on the hospitality industry in the city. The draconian order, aimed at regulating restaurants and entertainment establishments, has caused alarm within the

industry due to its perceived overreach and potential to impede the ease of doing business.

Mr. Pradeep Shetty, President of HRAWI, expressed his concern, stating, “This has come as a complete shock to the entire industry. The order issued fails to demonstrate the existence of an emergency situation warranting such drastic measures under Section 144 of the CrPC. The broad scope of the order unfairly targets establishments that have FLIII licenses, without distinguishing between different types of establishments or considering their individual contributions to law and order.”

Through the representation, HRAWI highlighted key grievances with the order, including its purported encroachment on fundamental rights, disproportionate directives, and the lack of demonstrable need for such stringent regulations. Mr. Chetan Mehta, Vice President

of HRAWI, added, “The order mandates establishments to manage guest behavior, including prohibiting dancing in specific areas. It also expects that patrons who are served liquor do not drive. While restaurants uphold the social responsibility by preventing excessive alcohol consumption and drunk driving, imposing this as a legal requirement is impractical.”

HRAWI pointed out that the order encompasses certain specific directives concerning compliance with issues governed by Excise and Prohibition laws, overlapping with existing enforcement mechanisms. Another directive introduces new regulations regarding artists and performances without legal authority, potentially hindering restaurant amenities and increasing bureaucratic hurdles.

Mr. Shetty concluded, “The order’s implementation threatens to burden the restaurant industry, impacting tourism and public patronage. For a fair and equitable regulatory framework that promotes sustainable growth and preserves the unique charm of Pune’s culinary and entertainment landscape, we implore the Government to reconsider these measures and work collaboratively with the industry to develop solutions that uphold both public safety and business viability.”

Tadoba Tiger Reserve Enhances Tourist Experience with BNHS-CFA Guide Training



The Bombay Natural History Society and Chandrapur Forest Academy's specialized program is transforming Tadoba's wildlife tourism by empowering guides with crucial knowledge and skills.

Tourists venturing into the heart of Maharashtra's wilderness at Tadoba-Andhari Tiger Reserve (TATR) can now expect enriched encounters with nature, thanks to a specialized training program for their guides. The Bombay Natural History Society (BNHS), in collaboration with Chandrapur Forest Academy (CFA), has rolled out a comprehensive capacity-building course aimed at providing scientific information about the reserve's wildlife, forest, and biodiversity.

Empowering Guides with Knowledge and Skills

The four-day program, held from February 22-26, was an initiative to imbue nature guides with the etiquette and ethics of wildlife tourism, emphasizing the importance of minimizing human

disturbance. Sponsored by the Mangrove and Marine Biodiversity Conservation Foundation of Maharashtra, the training witnessed the participation of 33 guides from various entry points of Tadoba. The course covered essential skills for identifying avian and butterfly species, alongside lessons in tracking and interpreting wild animal tracks and signs. Esteemed wildlife experts, including Raju Kasambe, Nishikant Kale, and others, imparted their knowledge, focusing on effective communication and story-telling techniques to elevate the tourist experience.

Design and Execution of the Training

Conceived by BNHS president Praveen Pardeshi and meticulously designed by BNHS director Kishor Rithe and CFA executive director MS Reddy (IFS), the training program aimed at fostering a deeper understanding and appreciation of TATR's rich biodiversity among guides. According to Reddy, guides were provided with invaluable insights into various aspects

of wildlife interpretation and conservation through subject matter experts. The initiative represents a significant step towards promoting sustainable tourism practices within the reserve.

Certification and Future Prospects

Upon completion of the training, participants were awarded certificates by Piyusha Jagtap, additional director of CFA, marking their successful acquisition of advanced guiding skills. This certification not only enhances their credibility but also positions them to offer more informative and engaging tours for visitors. As the program concludes, the anticipation grows for its positive impact on wildlife tourism in Tadoba, with hopes of inspiring similar initiatives across India's other tiger reserves.

Indeed, this collaborative effort between BNHS and CFA exemplifies how education and capacity building can transform wildlife tourism into a more responsible and enriching experience for all involved. As guides become more adept at sharing the wonders of Tadoba's biodiversity with visitors, they play a crucial role in fostering a deeper connection between humans and nature, ultimately contributing to the conservation of India's precious wildlife heritage.

Hyatt Place Pune Hinjawadi Joins Forces with Sukho Thai Spa for Women's Day Grand Celebration!



Discover an unparalleled blend of sophistication and convenience at Hyatt Place Pune, a modern business hotel designed to meet the dynamic needs of contemporary travelers. Nestled in Pune's Hinjawadi, a

bustling IT and corporate hub, this upscale hotel promises signature experiences for guests. Its strategic location near the Mumbai-Pune expressway ensures easy accessibility, providing immersive weekend getaways

for both business professionals and leisure seekers. Truly, the #PerfectGatewayToPune!

In celebration of Women's Day, Hyatt Place Pune is delighted to announce an exclusive collaboration with Sukho Thai Spa, offering an indulgent experience. Established in 2010, Sukho Thai is India's premier Foot Therapy brand, drawing inspiration from the rich cultures of Thailand. This small yet vibrant nation is known for its exotic fruits and flowers. The name 'Sukho' is derived from the Sanskrit word 'Sukh,' signifying happiness, while 'Thai' reflects the brand's deep connection with Thailand.

MP Tourism Announces A 7-Day All-Women Bikers Event: Queens Are On Wheels Truly!



Madhya Pradesh, renowned for its captivating landscapes and ambiance, invites travelers to break free from conventional tourist destinations and

embrace a truly unique experience. Madhya Pradesh Tourism proudly presents 'Queen On The Wheel,' a groundbreaking initiative aimed at empowering women and promoting adventure tourism in the enchanting surroundings of Madhya Pradesh.

Recently announced on social media, this initiative seeks to empower women through adventure tourism in the scenic beauty of Madhya Pradesh. 'Queen On The Wheel' is set to embark on a remarkable 7-day journey covering over 1,400 km,

providing adventurous women with a distinctive opportunity to explore diverse destinations in the heart of India.

Scheduled to commence on March 2, 2024, and continue until March 8, 2024, this extraordinary adventure offers women from across the nation the chance to participate in a week-long biking experience. The route promises an extravagant traveling experience on the road, allowing participants to witness the magnificent beauty and rich cultural heritage of the state, creating memories to last a lifetime.

Lemon Tree Hotels signs a new property in Vadodara



Lemon Tree Hotels introduces its latest venture, Keys Lite by Lemon Tree Hotels, set to grace Vadodara. Slated for opening in the fiscal year 2025, this property will be managed by

Carnation Hotels Private Limited, a wholly-owned subsidiary and the proficient management arm of Lemon Tree Hotels.

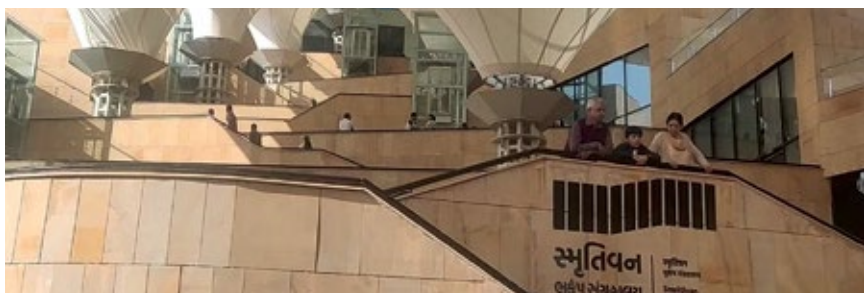
Keys Lite by Lemon Tree

Hotels in Vadodara will boast 63 well-appointed rooms, complemented by a restaurant, a banquet hall, and a meeting room. Ideally located, Vadodara airport is approximately 7 kilometers

away, with the Vadodara Junction Railway Station just 8 kilometers away. The hotel enjoys seamless connectivity through both public and private transport from major cities across India.

This addition marks Lemon Tree Hotels' continued expansion in Gujarat, with six existing properties and six more in the pipeline. Gujarat, renowned for its historical and religious significance, provides an ideal backdrop for the hospitality brand's growth in the region.

Bhuj earthquake museum is transforming Gujarat's tourism scene—7 lakh visitors and counting



Bhuj, Gujarat's westernmost major town, stands as a landscape dominated by modest structures. With rare exceptions, no buildings in Bhuj exceed two stories or 11 meters in height. This architectural characteristic is a lasting consequence of the devastating 2001 Bhuj earthquake, which claimed nearly 13,000 lives and left a profound impact on the region.

A transformative addition to Bhuj's skyline, the Bhuj

Earthquake Memorial, stands tall at 50 meters, symbolizing resilience and remembrance. Prime Minister Narendra Modi inaugurated the Smritivan Earthquake Memorial and Museum on August 28, 2022. The memorial, situated atop Bhujiyo Dungar hill, not only pays homage to the lives lost but also serves as a cultural hub, potentially becoming the heart of the city.

The museum, adorned with light brown exteriors and distinctive white funnel-

shaped canopies, employs interactive technology to narrate the stories of Bhuj's damage, devastation, and subsequent recovery. Adjacent to the museum, the world's largest forest created using the Japanese Miyawaki technique encompasses 50 check-dam reservoirs, each bearing the nameplates of earthquake victims.

Comprising seven galleries – Rebirth, Rediscover, Restore, Rebuild, Rethink, Relive, and Renew – the museum delves into Kutch's history and disaster response beyond the earthquake narrative. The 'Rebuild' section showcases then-Gujarat Chief Minister Modi's leadership in reconstruction efforts after taking over from his predecessor.

MakeMyTrip to Promote ‘Goa Beyond Beaches’



MakeMyTrip, the online travel agency, has unveiled a partnership with the Government of Goa to showcase the coastal state as a year-round travel destination, emphasizing more than just its iconic beaches. The collaboration aligns with Goa’s vision of ‘Goa Beyond

Beaches,’ aiming to bring attention to the state’s inland destinations.

Rohan Khaunte, the Minister of Tourism for the Government of Goa, highlighted that this initiative

is a key aspect of the broader ‘Goa Beyond Beaches’ vision. As part of their commitment to this vision, MakeMyTrip will spotlight Goa’s inland culture and gastronomy. The online travel agency is gearing up to curate a Cultural Map of Goa, offering potential tourists the opportunity to

explore various facets of the state beyond its beaches.

In an innovative move, Goa has pioneered “regenerative tourism,” making it the first state in India to introduce such an initiative. This approach goes beyond conventional sustainable tourism by aiming to minimize the negative impact of tourism while actively working towards improving and restoring the environment. The objective is to create a positive impact on the overall well-being of destinations, aligning with a more holistic and responsible approach to tourism.

Hyatt announces robust expansion plans in India and Southwest Asia for 2024



Hyatt Hotels Corporation has unveiled ambitious plans for expanding its brand portfolio across India and the Southwest Asia region, with a robust pipeline of eight new hotels slated to open in various leisure and city destinations in 2024. This expansion strategy aligns with the anticipated resurgence

of leisure and business travel in the region.

In 2024, Hyatt will continue its brand expansion in India and Southwest Asia, featuring the Hyatt Regency,

Hyatt Place, and Hyatt Centric brands. With a focus on extending the presence of its luxury and lifestyle brands in India, Hyatt recently introduced the JdV by Hyatt brand with the opening of Ronil Goa, marking the ninth Hyatt brand to debut in the country and reaffirming Hyatt’s commitment to

expanding its footprint in India.

The Hyatt Regency brand, a significant growth catalyst for Hyatt in the region, will venture into new territories with the planned openings of Hyatt Regency Kasauli and Hyatt Regency Ghaziabad. The Hyatt Place brand is set to make its debut in three new locations, including Hyatt Place Aurangabad, Hyatt Place Haridwar, and Hyatt Place Dhaka Uttara (Bangladesh). Additionally, the Hyatt Centric brand will enrich its portfolio with the anticipated launches of Hyatt Centric Hebbal Bengaluru and Hyatt Centric Ballygunge Kolkata.

Talent crunch gets severe as hotel chains bet big on expansion



India's hospitality industry is grappling with a significant talent shortage, exacerbated by the surge in demand post-pandemic. This shortage may lead to a reduced workforce catering to guests this year. Some attribute this challenge to inadequate compensation and unfavorable work environments, resulting in high turnover within the industry.

Sarovar Hotels & Resorts, despite its plans to open several new properties, including international ventures and establishing a team in Africa, faces a major hurdle due to a shortage of personnel. In 2023, the chain expanded its portfolio to 111 hotels, with an annual revenue growth of 16-17%. To address the talent shortage, the company is launching its management training program on August 1, targeting young assistant managers, housekeepers, and chefs.

Ajay K. Bakaya, the managing

director of Sarovar Hotels & Resorts, acknowledges the need for a strategic approach: "I think we will have to get used to lesser people but better-paid people in our hotels in the absence of adequate and quality staff." To address this challenge, the chain aims to develop its workforce through a comprehensive training program, emphasizing the importance of maintaining brand integrity.

Rajan Bahadur, CEO of Tourism and Hospitality Skill Council (THSC), revealed that in 2023, only a fraction of available seats for degree programs in hotel management institutes were filled. The industry estimates a need for 11.8 million workers in the tourism and hospitality sector this year. According to Divya Krishan, Senior Vice President at The Job Plus, there is an alarming shortfall of 80-100,000 people in the branded hotels space,

with poor compensation and working conditions contributing to the industry's challenges.

Nikhil Sharma, Market Managing Director for Eurasia at Wyndham Hotels & Resorts, shared the company's goal to recruit 1,500-1,700 workers this year, partnering with The Job Plus to absorb skilled individuals directly. Rachit Mathur, founder and CEO of Shiftz, highlighted the growing importance of gig workers, especially in entry-level positions, to drive the sector's operations in the coming months.

Vikramjit Singh, former president of Lemon Tree Hotels and founder of Alivaa Hotels, emphasized the need for change in the industry's approach to staff compensation. He mentioned plans to outsource the entire food and beverages department and incentivize senior management based on gross operating profit.

Bahadur of THSC acknowledged the possibility that hotel chains may need to operate with fewer staff members in 2024, prompting a potential adjustment to address recruitment and retention challenges. Despite the challenges, embracing technological advancements and optimizing operational processes could help hotel chains navigate the transition with a reduced workforce.

Pride Hotels Group to expand its footprints in popular religious destinations nationwide



Pride Hotels Group is embarking on an expansion journey in prominent spiritual destinations across India, seizing the opportunity

presented by the upswing in faith-based tourism. This strategic move is designed to meet the surging demand from domestic and international travelers undertaking spiritual journeys, contributing to a noteworthy 40% growth in the sector, which now constitutes more than half of the nation's tourism activities.

The group's foray into faith-based tourism is exemplified by the addition of new properties in significant pilgrimage sites, including Pride Resort Ambaji and Pride Comfort Dwarka in Gujarat. The group strategically positions itself in cities such as Rishikesh, Rudraprayag, Haldwani, Puri, Ranakpur, and other pilgrimage spots. These selections align with the group's mission to provide unparalleled hospitality experiences tailored to the spiritual needs of modern pilgrims.

FHRAI signs MoU with Sustainable Hospitality Alliance to promote a new era in net positive hospitality



The Federation of Hotel & Restaurant Associations of India (FHRAI), the third-largest association in the country, has taken a significant step forward by entering into a Memorandum of Understanding (MoU) with the Sustainable Hospitality Alliance. This partnership represents a major advancement for India's hospitality sector as it moves towards making a positive impact on destinations, signaling a pivotal moment in the industry's journey towards

contributing more to the places it serves than it consumes.

The MOU, signed by Pradeep Shetty, President of FHRAI, and Glenn Mandziuk, CEO of Sustainable Hospitality Alliance, underscores a shared commitment to exploring collaborative opportunities and synergies between the associations to create lasting positive outcomes for our planet and its people. Their collective aim is to pilot and implement comprehensive solutions to address social and environmental sustainability challenges. Through joint initiatives and the exchange of expertise, both entities seek to deepen their understanding of each other's needs and processes.

This collaborative effort within the hospitality industry aims to make a tangible positive impact on both the environment and local communities. By uniting engaged hospitality companies and strategic partners, it harnesses the collective power of the industry to effect change locally and globally. Through this partnership, FHRAI and the Alliance will explore joint initiatives and share knowledge to implement comprehensive solutions towards achieving sustainability goals. Both parties are committed to fostering a mutual understanding of needs and processes to maximize their collective impact.

FHRAI opposes MoT's third-party star-classification proposal; says it will make the process rigid and mechanical



The Federation of Hotel & Restaurant Associations of India (FHRAI) has raised its strong objections against replacing the current Hotel & Restaurant Approval & Classification Committee (HRACC)-based hotel classification system with a third-party 'STAR' (System for Tourism Accreditation Rating) system.

The tourism ministry last month had sought the feedback of the trade associations in the tourism and hospitality sector on a new 'System for Tourism Accreditation Rating (STAR)-rating system for the sector based on the concept note prepared by the Quality Council of India (QCI).

Based on the QCI concept note, the tourism ministry had proposed a third-party assessment through accredited agencies under the National Accreditation Board for Certification Bodies (NABCB)

for inspection based on the Star rating guidelines which would be in compliance with ISO/IEC 17020 international standards. This the government feels will bring in enhanced credibility, transparency and impartiality and give speed and scale to the processes.

The hotel federation in its feedback to the tourism ministry had opposed the new system saying that it will make the system more "rigid and mechanical". The trade body of hoteliers want the time-tested HRACC system to continue as it is "most transparent, professional, industry friendly and most credible system" for hotel classification.

The HRACC system which has been in place since 1957 in the country, the federation says is the "godfather of unified quality standards to serve an industry" when ISO, BIS standards came way later. Therefore, the hotel federation

says that merging the HRACC with ISO at this stage will be a "travesty of sorts". The ISO standards, it says, only defines a business quality manual of processes that each business would like to adopt, and therefore, "highly subjective in nature" leaving a lot of scope for personal interpretation, leading to "disputes and challenges" at later stages.

As the HRACC comprises stakeholders from the industry headed by the regional director of tourism of the region, it creates interface among various parts of the industry and inspections become an "enriching" and "fulfilling" experience for hotels, the FHRAI letter says. On the other hand, the third-party processes become highly subjective in nature.

Other concerns being raised by the FHRAI about the third-party star-rating system in its letter to the tourism ministry are that of issues of integrity and consistency as well as the fear of cost escalation for classification process. The entire app-based filing and inspection processing system, the federation says, was devised and implemented without considering the unique nature and specific characteristics of the hospitality business and not taking into consideration the industry feedback.

Oberoi Group to open 50 new hotels by 2030



Hospitality giant The Oberoi Group has unveiled ambitious plans to launch 50 new hotels by the year 2030, as revealed by Vikram Oberoi, CEO and MD of EIH Limited, the flagship company of The Oberoi Group. Speaking at the Skift India Summit, Oberoi outlined the vision for expansion, emphasizing the growth of both the Oberoi and Trident brands. He mentioned that some of the new hotels will be smaller in scale, with a focus on scenic locations and a strong sense of place, an initiative internally dubbed as Oberoi Nature.

Clarifying queries, a spokesperson for The Oberoi

Group stated that there are no intentions to introduce a new luxury hotel brand. Oberoi emphasized three key reasons behind the chain's growth strategy. Firstly, to ensure that guests opt to stay at Oberoi properties wherever they travel, particularly in key locations in India and potentially overseas. Secondly, to foster talent growth and retention within the organization. Lastly, to enhance shareholder value through strategic expansion.

Oberoi also expressed his belief that hotel rates in India should be higher, urging colleagues to increase rates to match the quality of service provided by hotels in the country. He emphasized that Indian hotels offer excellent value for money compared to global counterparts and highlighted the opportunity for rates to align with international standards.

In its financial report for the third quarter ended December 31, 2023, EIH Limited reported a 28% year-

on-year increase in revenue from operations, amounting to INR 770 crore, with a profit after tax of INR 230 crore, up 55% from the previous fiscal period.

Additionally, EIH's subsidiary Mumtaz Hotels approved the construction of a luxury resort in Gandikota, Andhra Pradesh, with an estimated investment of INR 60 crore. The company's annual report for 2022-2023 also mentioned several upcoming projects, including The Oberoi Rajgarh Palace near Khajuraho, Madhya Pradesh, and The Oberoi Wildlife Resort Bandhavgarh in Madhya Pradesh, among others. Overseas ventures include two resorts on Koh Tan island, Thailand, and The Oberoi Kathmandu and The Oberoi Wildlife Resort near Bardia National Park, Nepal. Moreover, a Trident resort in Tirupati, Andhra Pradesh, is slated to open in the first quarter of 2027, and a deed of variation has been signed for a 174-key hotel in collaboration with Al Zorah Development.

87% Indians care about sustainable travel



As Indian travelers embark on journeys to discover new destinations, they are increasingly mindful of the potential impact of their decisions. A survey conducted by the digital travel platform Agoda revealed that 87% of Indian travelers prioritize sustainable travel.

Respondents emphasized that financial incentives, the availability of sustainable travel packages, and clearer guidance on sustainable travel practices could encourage them to make more eco-conscious choices on their next trip.

Leading the way as a socially responsible hospitality hub



In today's era, the hallmark of an exceptional hotel transcends luxurious amenities and stunning accommodations; it encompasses the impact it makes on the community it serves. At Radisson Blu Hotel & Spa Nashik, social responsibility isn't a mere buzzword; it permeates every facet of the hotel's operations. Spearheaded by Jatish Ghai, the hotel's General Manager, a range of initiatives is driving social change and making a tangible difference in Nashik and its surroundings.

Empowering tuberculosis patients and families:

Radisson Blu Hotel & Spa Nashik has undertaken a groundbreaking initiative in collaboration with the Ministry of Health and Family Welfare to support the goal of eradicating tuberculosis by 2025. Working closely with local healthcare authorities, the hotel has committed to providing nutritional support

to 20 tuberculosis patients and their families for six months. This initiative not only addresses a critical health issue but also uplifts families and enriches the local community.

Environmental sustainability beyond hotel premises:

The hotel surpasses expectations in its dedication to creating a sustainable future. Its commitment to a plastic-free environment extends beyond its boundaries. By distributing cloth bags to households in the vicinity, the hotel actively promotes the reduction of plastic usage in daily life. Furthermore, investment in a decomposition machine facilitates the recycling of food waste into compost for use in gardens. With 50% renewable energy utilization, the hotel showcases its unwavering commitment to environmental conservation.

Fostering diversity and inclusion:

Aligned with its dedication to diversity and inclusion, Radisson Blu Hotel & Spa Nashik actively empowers marginalized groups and fosters skill development within its workforce. Inclusive hiring practices encompass not only specially-abled individuals but also housewives and single mothers proficient in household skills such as cooking local delicacies. Numerous associates across departments have been provided sustainable livelihoods and equal opportunities for learning and growth.

Catalyzing change beyond hotel confines:

The impact of the hotel's socially responsible initiatives extends well beyond its premises. Collaborating with local NGOs, the hotel adopts students and supports their education, shelter, and nutritional needs for a brighter future.

In conclusion, Radisson Blu Hotel & Spa Nashik transcends its role as a hospitality destination; it stands as a beacon of hope, empowerment, and positive change. Redefining social responsibility in the hospitality industry, the hotel invites guests not just to stay but to join a movement towards a more inclusive and promising future for all.

IHCL to train 1,00,000 youth by 2030



The Indian Hotels Company (IHCL), aligned with its Paathya framework aimed at driving sustainability and social impact initiatives, is poised to achieve its goal of training 100,000 youth by 2030 for the hospitality industry. IHCL collaborates with partners to operate 32 skill centers across 15 states and 25 cities in India.

Speaking on the initiative, Gaurav Pokhariyal, Executive Vice President – Human Resources, IHCL, emphasized, “Guided by the vision of our founder, Jamsetji Tata, IHCL is committed to implementing policies and programs that foster a more humane and

inclusive society. We are dedicated to addressing challenges and bridging gaps to create employability opportunities for deserving and marginalized individuals. Our focus on capability-building will enable a broader indirect impact, particularly benefiting socially and economically disadvantaged communities and tribal groups.”

Through partnerships with state governments, institutions, and private entities, IHCL designs interventions leveraging its business strengths to enhance the employability of underprivileged youth. These

partnerships entail knowledge sharing encompassing training content, classroom design inputs, faculty development, on-the-job training, joint certification, and additional support through industry networks.

IHCL’s efforts to skill underprivileged youth for the rapidly growing hospitality sector have yielded significant results, with 75% of the 10,000 skilled individuals already successfully placed. Skill centers are operational in various regions across India, including Chamoli in Uttarakhand, Chhindwara in Madhya Pradesh, Debari in Rajasthan, Ponda in Goa, Airoli in Maharashtra, Kukatpally in Andhra Pradesh, and Ekta Nagar in Gujarat, among others.

As a steward of Indian hospitality, IHCL remains committed to investing in building industry-relevant talent pools to support deserving youth and their families while contributing to the overall growth of the sector.

The Orchid Hotel Pune hosts comprehensive Safety Week Program



The Safety Week Program recently concluded at The Orchid Hotel Pune, dedicated to enhancing the well-being of both guests

and staff. Throughout the week, the hotel concentrated on instilling a robust safety culture among its employees. Through workshops, training sessions, and interactive activities, the program aimed to equip staff with the necessary knowledge and skills to effectively manage any emergency situation.

“As a premier hotel in Pune, the safety and security of our guests and employees remain our utmost priority,” stated Ayon Bhattacharya, Vice President – West India, KHIL. “The Safety Week Program highlights our steadfast commitment to providing a secure environment for all our stakeholders.”

Hotel chains open hiring doors to all



Ashin Moitra, now transitioning as a transwoman, rejoins The Lalit Suri Hospitality Group as the general manager of Kitty Su, its chain of nightclubs spanning Mumbai, Bengaluru, and Chandigarh. Previously, Moitra served as the director of sales and marketing in Mumbai under a different identity.

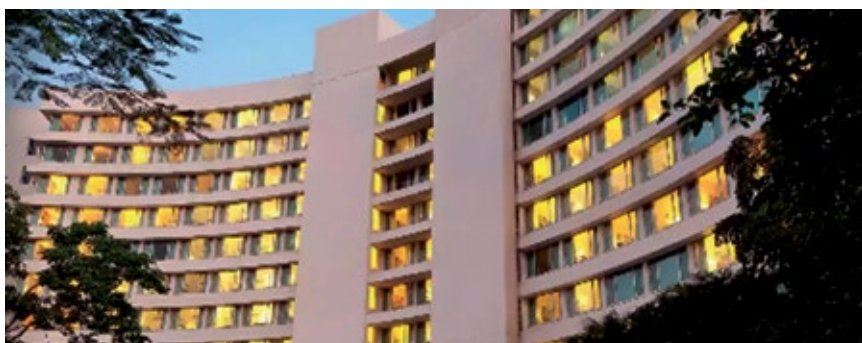
“I am returning to the group

because I sought a company that values my contributions,” Moitra stated.

In a bid to embrace diversity, equity, and inclusion, both listed and private hotel chains are taking significant strides. From establishing all-women-operated hotels to supporting cafes managed by acid attack survivors, and incorporating individuals with neurodivergence or disabilities, the industry is expanding its horizons. “For us, diversity extends beyond gender inclusivity, which is fundamental. Half of our senior leadership comprises women. We actively engage with communities like the LGBTQ+ and neurodivergent communities,

as well as support acid attack survivors within our workforce,” explained Keshav Suri, executive director at The Lalit Suri Hospitality Group. Chalet Hotels made headlines by launching the country’s inaugural all-women-run hotel, the 168-key Westin Hyderabad HITEC City, with MD and CEO Sanjay Sethi expressing satisfaction with the positive reception. “Our diversity metrics have risen from 13% to 22% in recent years, with concerted efforts to amplify representation from various backgrounds including women, LGBTQ+, individuals with disabilities, and those from underprivileged backgrounds,” Sethi added.

Chalet Hotels shareholders approve raising of INR 2,000 crore



Chalet Hotels Ltd announced on Monday that its shareholders have given their approval for a special resolution to raise INR 2,000 crore. The company had proposed this special resolution to its shareholders through a postal ballot notice dated January 24, 2024, aiming to deliberate and

sanction the raising of capital via public or private offerings. This includes potential offerings through a Qualified Institutions Placement to eligible investors, involving the issuance of equity shares or other convertible securities for an amount not exceeding INR 2,000 crore.

In a regulatory filing, Chalet Hotels Ltd stated, “The members of the company have approved the special resolution.” According to the filing, 99.97 percent of the total votes cast were in favor of the resolution.

In its postal ballot notice, Chalet Hotels highlighted its expansion phase and identified growth opportunities. It emphasized its ongoing assessment of both organic and inorganic options to enhance its market share and accelerate business growth, indicating the necessity of funds for such endeavors.

Future trends shaping the restaurant industry



As we step into the future, the restaurant industry stands on the brink of transformation, propelled by evolving consumer preferences, technological advancements, and socio-economic shifts. Over the next five years, several key trends are set to redefine dining experiences and shape the strategies of restaurant owners and operators worldwide.

• Embracing Technology for Seamless Dining Experiences:

Technology will continue to revolutionize restaurant operations and customer interactions. From online ordering platforms and mobile payment systems to AI-powered chatbots for customer service, technology will enhance efficiency and convenience throughout the dining journey. Recent statistics from the National Restaurant Association indicate that 79 percent of consumers believe technology enhances their restaurant experience, reflecting the increasing demand for tech-driven solutions.

• Rise of Ghost Kitchens and Virtual Restaurants:

Ghost kitchens, also known as virtual or cloud kitchens,

are gaining momentum as a cost-effective way to meet the demand for food delivery. These kitchen-only establishments, devoid of traditional dining spaces, focus solely on fulfilling orders placed through third-party delivery apps or their own online platforms. With the global online food delivery market expected to reach \$200 billion by 2025, according to Statista, ghost kitchens offer a lucrative opportunity for restaurant entrepreneurs to tap into the growing delivery market without the overhead costs of a physical restaurant.

• Sustainability and Ethical Dining Practices:

In response to environmental concerns and consumer demand for sustainable options, restaurants will prioritize eco-friendly practices and ethically sourced ingredients. A survey by Technomic found that 56 percent of consumers are more likely to choose a restaurant offering sustainable menu items. From reducing food waste to adopting compostable packaging and sourcing locally grown produce, sustainable restaurants will attract environmentally conscious diners and contribute to a healthier planet.

• Personalization and Customization:

Consumers increasingly seek personalized dining experiences, leading restaurants to leverage data

analytics and AI to tailor offerings to individual preferences. By collecting data on past orders, dining habits, and dietary restrictions, restaurants can create personalized menus, promotions, and recommendations for each customer. With 80 percent of consumers more likely to patronize a restaurant offering personalized experiences, customization will be a key differentiator in a competitive market.

• Evolution of the Dining Experience:

The next five years will witness a reimagining of the traditional dining experience, blurring the lines between food service, entertainment, and socializing. Concepts such as experiential dining, interactive culinary experiences, and themed pop-up restaurants will cater to consumers' desire for unique and memorable outings. Additionally, virtual reality (VR) and augmented reality (AR) technologies will offer immersive dining experiences, allowing customers to explore different cuisines and atmospheres without leaving their homes.

In summary, the restaurant industry is on the verge of significant change, driven by technological innovation, shifting consumer preferences, and a growing focus on sustainability and personalization.

'Shefs at The Leela' evolves into a culinary development programme



The Leela Palaces, Hotels, and Resorts have introduced the 'Shefs at The Leela' program, designed as a structured culinary development initiative for aspiring female chefs. More than just a pathway to a job in the hospitality industry, this program serves as a solid foundation for a career within The Leela Palaces, Hotels, and Resorts in the culinary arts field.

Celebrating International Women's Day 2024, the fifth edition of the 'Shefs at The Leela' program was launched on March 8th and 9th, 2024, at The Leela Palace Jaipur. This two-day event featured a grand gala dinner at Mohan Mahal, with a meticulously crafted six-course menu curated by globally renowned women chefs – Chef Rasika Mythily Venkatesa, Chef Tashyaa Mehrotra, and Chef Tejasvi Chandela.

Since its inception in 2022, the 'Shefs at The Leela' initiative, a collaborative effort with Dean With Us, has successfully hosted multiple

editions across various Leela Palaces, including those in Bengaluru, Chennai, Gurugram, and Bharatiya City. This endeavor was introduced to promote gender equity in culinary kitchens, offering opportunities for women who have completed a minimum of one year of hotel management or culinary studies, aspire to work as chefs, and dream of entrepreneurial success. Serving as a platform for female achievers in the culinary field, 'Shefs at The Leela' aims to nurture ambitions and provide growth opportunities to fulfill culinary aspirations.

Anuraag Bhatnagar, CEO of The Leela Palaces, Hotels, and Resorts, stated, "We are committed to fostering a work environment that celebrates diversity and promotes equity. 'Shefs at The Leela' was conceived as a platform to recognize women's achievements in hospitality and to build a community that inspires, encourages, and nurtures diversity in our kitchens. With

this pioneering initiative and its overwhelming response, we are now transforming it into a structured culinary development program that addresses the need for diverse and skilled talent within our kitchens, while also providing a platform for aspiring women chefs to pursue their passions and carve out a niche within the industry."

The 'Shefs at The Leela' program, certified by The Leela, offers participants an opportunity for personal and professional growth through a blend of academic study and comprehensive on-the-job training. The program aims to develop the next generation of culinary experts in bakery and confectionery, as well as continental, Indian, and oriental cuisines, maintaining the organization's people-focused approach to achieve service excellence.

Additionally, The Leela will organize quarterly events for 'Shefs at The Leela' participants to cultivate a vibrant culinary community, including master classes, panel discussions, curated dinners, and awards ceremonies. The two-year program is divided into two phases, with phase one focusing on building a foundation of culinary skills and knowledge, and phase two dedicated to advancing culinary skills and acumen, including shadowing executive chefs.

Multi-stakeholder Dialogue on 'Strategies to Reduce Food Waste in Indore City' held on 12th March (Tuesday) in Indore



Madhya Pradesh tourism signs MoU with MakeMyTrip and redBus



Additionally, MakeMyTrip will work closely with the tourism department to highlight pilgrimage and wildlife-based travel experiences available in the state through its platform. redBus will be designated as the official “Online Bus Ticketing Partner” by the Madhya Pradesh Tourism Board.

Sheo Shekhar Shukla, Principal Secretary of Tourism and Managing Director of Madhya Pradesh Tourism Board, emphasized that Madhya Pradesh offers a wealth of enriching experiences, including the largest number of land-based wildlife national reserves in India and numerous cultural and religious sites spanning various ages.

MakeMyTrip announced that the Department of Tourism, Madhya Pradesh, has entered into a Memorandum of Understanding (MOU) with MakeMyTrip and redBus in an effort to enhance tourism in Madhya Pradesh. This collaboration aims to promote sustainable tourism development and position Madhya Pradesh as a premier tourist destination.

The MOU underscores a commitment to promoting

homestays in Madhya Pradesh, a well-known strategy for boosting rural and urban incomes, providing sustainable alternative sources of income, and fostering low-carbon tourism in the state. MakeMyTrip will offer both offline and online training sessions to existing and prospective homestay operators, equipping them with the necessary knowledge to effectively promote and manage such properties.

IHCL announces the signing of a Taj hotel in Indore, Madhya Pradesh



Indian Hotels Company (IHCL), India's leading hospitality enterprise, has announced the signing of a Taj hotel in Indore, Madhya Pradesh. This hotel marks a significant addition to IHCL's portfolio and is set to become one of the largest convention facilities in Central India.

Suma Venkatesh, Executive Vice President - Real Estate & Development at IHCL, remarked, "This signing aligns with IHCL's strategic objective to extend its presence across key business and leisure destinations in India. Indore, recognized as the commercial

and financial hub of central India, presents an ideal opportunity for expansion. With this venture, we are excited to introduce our entire brand portfolio to the city. We are pleased to collaborate with

Manikaran Commercials Private Limited for this prestigious project."

The hotel, offering 350 keys, is strategically located along the new Super Corridor, in close proximity to significant IT campuses and easily accessible

from major industrial hubs and leisure destinations. Guests can relish diverse cuisines at the all-day dining restaurant, specialty restaurant, bar, and lobby lounge. The property will feature a wide range of leisure and recreational facilities, including a swimming pool,

spa, fitness center, and various sports and entertainment options. Moreover, it is poised to emerge as a premier convention center in Central India, boasting approximately 50,000 square feet of flexible, state-of-the-art banqueting and event spaces.

Gurjeet Singh Chhabra (Pintu), Director, and Mr. Rajesh Mehta, Director, of Manikaran Commercials Private Limited expressed their delight in partnering with IHCL, a leading name in India's hospitality sector. They anticipate that this collaboration will introduce a Taj hotel to Indore, renowned as India's Strongest Brand in 2023, thereby setting a new benchmark for luxury in the city. Situated on the banks of rivers Kahn and Saraswati, Indore is Madhya Pradesh's largest city and a significant transit point for pilgrimages to the renowned Mahakaleshwar temple in Ujjain.

The Fern Hotels & Resorts signs The Fern Residency, Godhra, Gujarat



The Fern Hotels & Resorts has announced the signing of a new property, The Fern Residency, in Godhra, Gujarat. With a total of 33 properties operational or opening soon

in Gujarat, this addition will further solidify the brand's leading position in the region, emphasizing its dedication to providing exceptional guest experiences.

Once operational, The Fern Residency, Godhra, will boast 64 well-appointed rooms along with a range of F&B options, banqueting and conferencing facilities, including two restaurants, a swimming pool, a gym, and two banquet halls

spanning 6000 sq. ft. and 2300 sq. ft. respectively. Situated in the heart of Godhra, a burgeoning tourist destination renowned for its hot water springs, wildlife sanctuaries, and historical landmarks, the hotel will cater to the needs of leisure travelers. Each room will offer a blend of elegance, sophistication, and contemporary design. The property is scheduled to open its doors in 2027.

Suba Group of Hotels launches Click Hotel in Surat, Gujarat



The Suba Group of Hotels has reached a significant milestone with the inauguration of Click Hotel Yuvraj in Surat, Gujarat.

In a joint statement, Mansur Mehta, Managing Director, and Mubeen Mehta, CEO of the Suba Group of Hotels,

expressed their delight at the launch. They stated, “We are thrilled to introduce Click Hotel in Surat. This marks our second launch in Gujarat within the last two months and underscores our vision of becoming the preferred hospitality group across Gujarat and the rest of India.

Click Hotel Yuvraj, Surat, will provide a sense of familiarity and consistency to our loyal patrons while offering a fresh experience to new guests. Exemplifying the core values of the Click Hotel brand - High Quality

Sleep Comfort, Breakfast & Hi-Speed Broadband (WIFI), combined with impeccable service and world-class hospitality standards, Click Hotel Yuvraj, Surat, sets a benchmark for comfort. As an organization deeply rooted in India, we are also committed to sustainability and reducing our carbon footprint. Sustainability is ingrained in our ethos, and towards this end, we encourage our guests to reuse linen whenever possible and minimize plastic consumption by using glass water bottles.”

Royal Orchid Hotels Ltd. signs up management agreement for new a property in Surat, Gujarat



As part of their rapid expansion strategy, Royal Orchid Hotels Limited (ROHL) has recently entered into a management agreement for an upcoming 5-star hotel in Surat, Gujarat. This property will be managed by ROHL in collaboration with Hindva Hospitality, LLP, under a new upscale brand that is set to be unveiled soon.

The forthcoming hotel will boast well-appointed upscale rooms, three restaurants,

six conference rooms, an exhibition hall, and a comprehensive wellness and spa facility. Scheduled for opening in May 2024, the hotel aims to attract tourists and visitors from across the country, drawn by Surat’s rich heritage and cultural significance.

Chander K Baljee, Chairman & Managing Director of Royal Orchid & Regenta Hotels, expressed, “The addition of this new property aligns with

Royal Orchid’s overarching growth strategy to establish a presence in all major business hubs and transit points. With consistently increasing year-round occupancy rates, Gujarat holds significant potential to maintain its position as a leading business center in the nation. Our goal is to fully leverage the immense opportunities in this state by operating hotels in diverse locations throughout Gujarat.”

IHCL appoints Ranjit Phillipose as Senior Vice President - Operations, Goa



The Indian Hotels Company (IHCL), a prominent player in Goa's hospitality sector and a leader in tourism, has appointed Ranjit Phillipose as Senior Vice President – Operations, Goa.

With an illustrious career spanning three decades

at IHCL, Phillipose is renowned for his visionary leadership in opening new hotels and spearheading rebranding initiatives worldwide. Beginning his journey with IHCL in 1993 at Taj Coromandel, Chennai, Phillipose has demonstrated exceptional hospitality leadership and strategic prowess. He has led pre-opening task forces in Mumbai, Seychelles, and Mauritius, showcasing versatile skills and remarkable acumen. His international roles include serving as Director of Rooms at The Pierre, New York, and Hotel

Manager at Taj Boston.

Phillipose assumed his first general management role at Taj Falaknuma Palace, Hyderabad, followed by leading Taj Exotica Resort & Spa, Maldives. As Area Director – Goa and General Manager – Taj Exotica Resort & Spa, Goa, he provided strategic guidance to regional operations. His tenure as General Manager – Taj Dubai and subsequent promotion to Area Director UAE & Africa and General Manager – Taj Exotica Resort & Spa, The Palm, Dubai, saw him playing pivotal roles in hotel openings and market positioning.

HC asks Goa tourism department to raze illegal constructions on Calangute-Baga beach belt



The Goa bench of the Bombay High Court has instructed the state tourism department to dismantle unlawful constructions and businesses operating along the Calangute and Baga beach area of the state.

This directive was issued on Tuesday during the hearing

of a petition filed against unauthorized constructions in the Baga-Anjuna belt of North Goa district. According to State Advocate General Devidas Pangam, the court has mandated the tourism department to take stringent measures against these

unlawful constructions and ensure that they do not resurface anywhere else in the state.

Additionally, the court has ordered the disconnection of water and electricity connections to these illegal structures and called for criminal action against both existing and ongoing unauthorized constructions

along the beaches. Pangam further noted that the state environment department has been tasked with recovering the costs associated with environmental damage from the owners of these illegal constructions.

Furthermore, the court has directed the tourism department to dismantle all illegal constructions along the Calangute and Baga beaches. Pangam informed that several unauthorized structures along this beach stretch have already been demolished by the tourism department and other state authorities, with plans to remove more such structures within the next two months.

69% millennials opt for exotic wedding celebrations, shaping a 4.25 lakh crore industry



India's wedding industry, deeply rooted in cultural heritage, has evolved into a disruptive force, now recognized as the country's fourth-largest sector, contributing Rs 4.25 lakh crore to the GDP in October 2023. The matrimony landscape is undergoing a seismic shift, as indicated by a recent survey conducted by Betterhalf, India's leading matrimony super app and tech-enabled

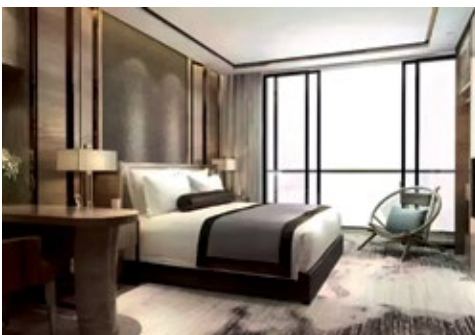
wedding planning company. Drawing responses from over 5,000 millennials through Instagram, LinkedIn, Google Forms, and Broadcasting, the survey sheds light on changing preferences in wedding interests and expenditures.

In a generation characterized by a love for travel, millennials are steering towards destination weddings, with 69% of urban professionals

expressing a preference for such celebrations. Notably, 73% of new-age couples are open to exploring off-beat destinations within India for their weddings.

Pawan Gupta, co-founder and CEO of Betterhalf, highlighted the profound shift in the wedding landscape, stating, "Betterhalf is actively showcasing its commitment to align with the wedding needs of today's millennial populace. To-be brides and grooms are cultivating increasing traction towards destination weddings. Betterhalf is dedicated to crafting immaculate destination wedding experiences that seamlessly resonate with the voice, values, and vision of the present generation."

Hotels Demand 5% GST For Restaurants Operating From Within The Premium Hotel Premises



Hoteliers from the western region, represented by the Hotel And Restaurant Association (Western India) – HRAWI, are urging the government to separate the GST imposed on restaurants

within hotel premises from that applied to the rooms. Currently, the GST on food and beverage services is 18%, which the association proposes should be reduced to 5%, aligning with the standard rate for standalone restaurants nationwide.

Expressing concerns about the existing GST structure for dining facilities in hotels, HRAWI, in a letter to Finance Minister Nirmala Sitharaman, highlighted the link between

restaurant taxation and room charges. Presently, the higher GST of 18% is applied to hotels when the room rate exceeds Rs.7500. The association emphasized the drawbacks of this taxation format for the hospitality industry and urged the government to reform the GST framework. They suggested that restaurants within hotels should have uniform GST rates, irrespective of room charges, similar to standalone restaurants.

Chalet Hotels Limited Elevates Sustainability Performance Achieves Top Ranking in Dow Jones Sustainability Index



Chalet Hotels Limited (CHL) is delighted to announce its heightened sustainability performance, evident in the latest Dow Jones Sustainability Index (DJSI) scores. Notably, with an overall score of 57 out of 100 (CSA Score Date: 16/02/2024), the company has showcased a remarkable improvement of 43

points in the 2023 S&P Global Corporate Sustainability Assessment. This reflects a commendable advancement of 14 points over the past year, underscoring CHL's commitment to sustainability across all three dimensions – Environment, Social, and Governance.

The results of the Corporate Sustainability Assessment highlight CHL's significant progress, with notable growth in each dimension: Governance & Economic (54, +3), Environmental (54, +15), and Social (62, +21). In the specific category of TRT

Hotels, Resorts, and Cruise Lines, CHL has emerged as a standout performer among 82 participating companies. It secured the 8th position in the assessed industry group, the 8th position in the Environment Dimension, and the 6th position in the Social Dimension.

Being part of the Dow Jones Sustainability™ World Index, which represents the top 10% of the largest 2,500 companies based on long-term economic, environmental, and social criteria, acknowledges CHL's leadership in global sustainability efforts.

Sarovar Hotels to introduce HOSHO, a new brand, along with an 'affiliate' model for expansion



Sarovar Hotels & Resorts, a part of the Louvre Hotels portfolio, is set to introduce the HOSHO brand, one of the latest additions to the international Louvre portfolio, into the Indian market. The company is on the verge of finalizing agreements for two HOSHO units in Hyderabad,

each featuring 100 rooms.

HOSHO, designed as an affordable lodging option for small budgets, families, groups, and backpackers, will offer single, double, and triple occupancy rooms, akin to a hostel setup.

Ajay Bakaya, MD of Sarovar Hotels & Resorts and director of Louvre Hotels India, explained that HOSHO targets a younger audience relocating to cities for jobs, presenting substantial potential in cities like Hyderabad, Bengaluru, Pune, Gurugram, among others. Sarovar Hotels will predominantly focus on developing three brands - Golden Tulip, Tulip Inn,

and HOSHO - from the international portfolio in the Indian market.

To attract more independent owners, Sarovar Hotels is launching an "affiliate" program. This program allows owners to retain their independent brand identity while leveraging Sarovar Hotels and Louvre Hotels' reservation and global distribution systems. The affiliate program is offered to owners with multiple hotels in a cluster, totaling a minimum inventory of 200 rooms. Sarovar Hotels has already signed an affiliate program cluster agreement with an owner in Bengaluru.

With occupancy demand soaring, Indian hotel industry to generate 7-9 % revenue growth in 2025



As per ICRA, Indian hotel industry is expected to witness a 7-9 per cent revenue growth by the year 2025. The domestic leisure travel, demand from meetings, incentives, conferences, and exhibitions (MICE), including weddings and business travel are likely to drive demand for occupancy.

Pune Commissioner to bars, pubs: Wrap up by 1.30 am or face stringent action



Commissioner of Police for Pune, Amitesh Kumar, issued specific directives under Section 144 of the Code of Criminal Procedure (CrPC) targeting bars, restaurants, pubs, and rooftop establishments within the city. The order emphasizes strict adherence to guidelines regarding operating hours, service protocols, security measures, and safety norms.

According to the order, establishments must conclude their operations by 1:30 am, and any failure to comply will result in stringent action against them. The directive is prompted by various incidents disrupting public peace and

order in and around such establishments, with owners neglecting due diligence to prevent such occurrences, some blatantly violating rules, and certain customers engaging in disorderly behavior.

The order, effective until March 4, will undergo review, considering objections and suggestions from citizens, after which a fresh order will be issued. Commissioner Kumar, in a press conference on Monday, highlighted that while some directions align with existing rules, this order aims to bring uniformity. The 1:30 am time limit is emphasized, and violations

will face severe consequences.

Key points from the order include prohibiting rooftop establishments from serving alcohol without a specific license, strict enforcement of excise license permit norms, a mandatory 15-day prior intimation for foreign nationals performing live, and permission requirements for ticketed performances. CCTV cameras at entry, exit, and serving areas with two sets of Digital Video Recorders are also mandated.

The order specifies that indoor music performances must end by 1:30 am, outdoor events by 10 pm, and the employment of bouncers with no criminal record in the past 10 years, or those with records requiring permission from the zonal DCP. Smoking and vaping are limited to demarcated areas, while the sale and consumption of hookah and shisha are completely banned.

Novotel Mumbai Juhu Beach Advances Sustainability Efforts with EV Charging Station Installation



Novotel Mumbai Juhu Beach is pleased to announce the inauguration of an Electric Vehicle (EV) charging station, underscoring its unwavering commitment to environmental sustainability. This noteworthy step exemplifies the hotel's dedication to incorporating eco-friendly measures and establishing elevated benchmarks in the hospitality sector.

Recognized for its leadership in eco-conscious initiatives

within the hospitality domain, Novotel Mumbai Juhu Beach has consistently worked towards minimizing its environmental impact. The hotel took a significant stride in 2023 with the introduction of an in-house bottling plant, leading to a substantial reduction in plastic waste. The implementation of a vegan menu further showcased the hotel's steadfast commitment to sustainable dining choices. Now, with the introduction of the EV Charging station, Novotel Mumbai Juhu Beach remains at the forefront of advocating green practices.

The EV Charging station signifies a crucial advancement in curbing carbon emissions and fostering eco-friendly measures in the hospitality industry. This initiative seamlessly aligns with Novotel Mumbai Juhu Beach's dedication to

offering innovative solutions that contribute to a more sustainable future.

Designed to provide a convenient and sustainable option for guests and visitors to charge their electric vehicles, the EV Charging station reflects Novotel Mumbai Juhu Beach's proactive approach to reducing dependence on fossil fuels and endorsing cleaner transportation alternatives. Moreover, the installation underscores the hotel's commitment to enhancing the guest experience by providing contemporary amenities that resonate with environmental values.

With this pioneering initiative, Novotel Mumbai Juhu Beach continues to set a precedent, establishing new benchmarks for sustainable hospitality practices in the industry.

Novotel Mumbai Juhu Beach Advances Sustainability Efforts with EV Charging Station Installation



Scheduled to open at BKC on Sunday, the first microbiology laboratory of the State Food and Drug Administration (FDA) is

poised to play a crucial role in upholding the safety and purity of essential commodities such as milk, fruits, meat, and meat products by actively combating adulteration.

As part of the Strengthening of Food Testing System in

the Country project initiated by the Food Safety and Standards Authority (FSSAI), New Delhi, three laboratories are set to be inaugurated in the state. These labs, backed by Rs 4.5 crore in funding from the central government, mark a significant step in enhancing the food testing infrastructure to ensure compliance with safety standards.

Maharashtra Tourism Unveils WhatsApp Chatbot To Elevate Travel



In a significant move, Girish Mahajan, the Minister of Tourism for the Government of Maharashtra, has introduced an AI-powered WhatsApp chatbot (+91 9403878864). This chatbot, available in both English and Marathi, serves as a

convenient and informative tool for users to explore the state's cultural heritage, natural beauty, and various attractions. It provides insights into destinations, activities, accommodations, and more, simplifying the trip-planning process.

Addressing the need for strategic investments in infrastructure, hospitality, and technology to unlock Maharashtra's tourism potential, Mahajan emphasized the importance of seamless connectivity and the role of digital tools in enhancing visitor experiences.

He stressed the significance of sustainability, advocating for the preservation of heritage and support for local communities, emphasizing a holistic approach to tourism development.

In support of women entrepreneurs in tourism, Mahajan also launched an app for the Aai Policy, a gender-inclusive tourism scheme. This initiative aims to register ten women-owned businesses in each district across various sectors, promoting entrepreneurship and economic empowerment.

Maharashtra Tourism Unveils WhatsApp Chatbot To Elevate Travel



The Department of Tourism, Government of Maharashtra, a leading authority responsible for promoting tourism in the state, has announced an ambitious plan to enhance travel and trade opportunities. The initiative aims to leverage the unique cultural, historical, and natural assets of Maharashtra to attract domestic and

international visitors while fostering business and trade collaborations within the state.

As part of this plan, the Directorate of Tourism (DoT), Maharashtra Government, is actively participating in trade fairs across India. One such event is the South Asia's Travel and Tourism (SATTE) expo, taking place from February 22-24, 2024, at India Expo Mart

Ltd (IEML) in Greater Noida. The Maharashtra Tourism Pavilion at SATTE 2024 features about 40 participants showcasing various tourism products.

Mr. Swapnil Kapadnis, Joint Director, Directorate of Tourism, Maharashtra Government, and Mr. Chandrashekhar Jaiswal, General Manager, Maharashtra Tourism Development Corporation (MTDC), jointly inaugurated the exhibition.

The Maharashtra Pavilion at SATTE 2024 provides an opportunity for tourism

businesses to showcase their products and aims to attract both domestic and foreign tourists to the culturally rich state.

Food Safety Supervisor Training in Advance Catering (FoSTaC) programme on 22nd February at the D.Y.Patil College in Navi Mumbai.

The Hotel And Restaurant Association (Western India) – HRAWI organized Food Safety and Standards Authority of India's (FSSAI) latest Food Safety Supervisor Training in Advance Catering (FoSTaC) programme on 22nd February at the D.Y.Patil College in Navi Mumbai. Attended by 40 hospitality professionals, the session aimed to elevate their proficiency in upholding impeccable safety standards

within their establishments. FSSAI's FoSTaC training initiatives are geared towards providing professionals with the essential knowledge and skills for ensuring safe and healthy food practices within their respective domains.

Dr Pasupathy from Parikshan; Prof Padmaja Binakar, Asst. Professor, D.Y. Patil College and Ms Manasi Parab, Admin Assistant, HRAWI, jointly inaugurated this insightful training session.

Covering crucial areas such as food handling, preparation, hygiene, sanitation and waste management, the program is designed to empower participants with the requisite skills to seamlessly integrate stringent food safety protocols into their daily operational routines.

HRAWI has so far successfully trained and certified 2913 professionals through FSSAI's FoSTaC Training Programme.





A glimpse of visit of Mr Sumit Suri (Mp comittee Chairman of HRAWI / President Indore Hoteliers Association)

A glimpse of visit of Mr Sumit Suri (Mp comittee Chairman of HRAWI / President Indore Hoteliers Association) & Mr Hemant Suri of The Omni Group at Ujjain Investor’s Meet & Shri Mahankaal darshan with Hon. Tourism Minister Dharmendra Lodhi ji, Film producer & promoter Of TVF Mr. Arnab Kumar (maker of Panchyat & Gullak web series), Film producer Mr. Jeet, IAS. Shri ILAYARAJA T ji & IAS Shri Vivek Shrotria ji.





President FHRAI unveils long term vision plan for FHRAI, to set up a Centre of Excellence in Tourism and Hospitality (CETH) on top priority



Pradeep Shetty, the President of The Federation of Hotels & Restaurants Association of India (FHRAI), has introduced an ambitious Vision plan for the organization, aiming to propel policy advocacy, elevate industry standards, and foster excellence in the hospitality sector. This strategic plan is poised to bring about a transformative impact on all FHRAI stakeholders, both nationally and internationally, ushering in a new era of growth and innovation in the hospitality landscape.

The 2024 vision for FHRAI includes the establishment of the Centre of Excellence in Tourism and Hospitality (CETH), envisioned as a premier national resource center for tourism research and knowledge dissemination. CETH, through research excellence and evidence-based policy advocacy, seeks to bolster India's

tourism sector in achieving global competitiveness and sustainability. Emphasizing research excellence, CETH will conduct comprehensive studies, publish research papers, and disseminate information to stakeholders within the tourism ecosystem. The center aims to foster collaboration among industry experts, policymakers, and academia to promote evidence-based policy advocacy and instigate positive change in the sector.

CETH's programs encompass research publications, policy dialogues, thematic conferences, investment facilitation, and the promotion of sustainability initiatives. These initiatives aim to tackle key challenges facing the tourism sector and explore opportunities for growth and innovation. In terms of financial viability, CETH aspires to be self-sustainable, leveraging revenue streams such as research assignments, publications, events, and consultancy services. By establishing itself as a trusted source of expertise and knowledge, CETH seeks to attract funding and partnerships to support its mission and ensure a lasting impact in the tourism sector.

Pradeep Shetty expressed the vision for CETH, stating, "Our aim with the establishment of the Centre of Excellence

in Tourism and Hospitality (CETH) is to revolutionize the industry by fostering a culture of innovation, research, and collaboration. CETH will serve as a hub for cutting-edge research, policy advocacy, and knowledge dissemination, addressing critical challenges and driving the sector towards global competitiveness and sustainability."

In line with their commitment to skill development, FHRAI is enhancing the FHRAI Institute of Hospitality Management (IHM) with state-of-the-art facilities. Through collaborations and sustained quality improvement efforts, FHRAI aims to position FHRAI – IHM as a beacon of excellence in hospitality education in India, preparing future leaders for the dynamic industry landscape.

Furthermore, after a hiatus of five years, the Annual Convention of FHRAI is set to make a comeback, convening influential voices, thought leaders, and luminaries from the hospitality sector and government. Scheduled at The Taj Cidade de Goa Convention Centre from October 16th to 18th, 2024, the 54th Annual Convention promises enriching deliberations and innovative insights, signaling a new chapter in industry collaboration and development.

The Hotel And Restaurant Association (Western India) - HRAWI in conjunction with the Poona Hoteliers Association (PHA) hosted the 'Empowering Hospitality' Conclave on 21st March 2024 in Pune

The Hotel And Restaurant Association (Western India) – HRAWI in conjunction with the Poona Hoteliers Association (PHA) hosted the 'Empowering Hospitality' Conclave on 21st March 2024 in Pune. The topics of the Conclave, focused on 'Fire Life Safety Strategies for Hotels' and 'Classification & Industry Status of Hotels'. Speakers, Mr. Hemant Khadse, CEO of East Corp Group; and Ms. Subha Bhaskar, COO of Qual Star, took centre stage at the event, sharing invaluable insights and industry-leading practices. Noteworthy dignitaries attending the conclave included Mr. Devendra Potphode - Chief Fire Officer, Pune and Ms. Shama S. Pawar -Deputy Collector, Pune.



HRAWI MEMBER LIST SURGES

Hotel And Restaurant Association (Western India) continues to expand its membership base across the western reaches of India. In the recent past, the Association has added hotels, restaurants, and other associates from Goa, Maharashtra, Gujarat and Madhya Pradesh among other states. The Association's continued efforts and support for the hospitality industry in the regions under its ambit have helped its membership base grow exponentially.



HOTELS-11		
	Name of the establishment	Address
1	Grape County Resort	G.N. 304/1, Khambale, Trimbakeshwar Road, Nashik, Maharashtra - 422213.
2	Hotel Dastoor Delight	Plot No. 12, Scheme No. 159, Mr-10 Ring Road, Indore, Madhya Pradesh - 452009.
3	Uptown Emperio Hotel	Plot No. 21, House No. 666/E, Mouza Sitabuldi, Residency Rd, Sadar, Nagpur, Maharashtra - 440001.
4	Aurika Mumbai Skycity	Ns C-04, Cts No. 145 A, Skycity, Sahar Road, Near Mumbai International Airport, J B Nagar, Andheri East, Mumbai, Maharashtra - 400099.
5	Fairfield by Marriott Mumbai International Airport	"Plot No.16B, Samita Industrial Estate, Saki Naka, Mumbai, Maharashtra - 400072."
6	Resort Rio	Hno. 314H, Tambudki, Arpora, Bardez, North Goa - 403516.
7	Taj the Trees	Pirojshanagar Off Eastern Express Highway, Vikhroli East, Mumbai, Maharashtra - 400079.
8	Golden Tulip Bhopal	"Opposite Rbi, Near Parmali Wallace Compound, Bhopal, Madhya Pradesh - 462011."
9	Motel Bilaspur City	Near Hi Tech Bus Stand, Tifra, Bilaspur, Chhattisgarh - 495001.
10	Hotel Avinash International	"Chitrakote Rd, Housing Board Colony, Motitalab Para, Jagdalpur, Chhattisgarh - 494001."
11	Hotel Grand Imperia	Hotel Grand Imperia, Vip Road, Vishal Nagar, Raipur, Chhattisgarh - 492001.
RESTAURANTS-08		
	Name of the establishment	Address
1	Bagdadi Restaurant	"11 Roosevelt House Tulloch Rd, Behind The Taj Mahal Palace Hotel, Apollo Bandar, Colaba, Mumbai, Maharashtra - 400001."

2	Shree Krishna Veg Court	Shop No. 01, Shankar Kalat Nagar, Wakad, Pune, Maharashtra - 411057.
3	Kikis Restobar	688 Village Dhokawade No.2, Mhatrephata, District Raigad, Alibag, Maharashtra - 402201.
4	Udipi 2 Mumbai	Shop No 3,4&5, 188/H Sharda Mansion (Ismail Mansion) Opp Dadar Fire Brigade, Dr. Baba Saheb Ambedkar Road Dadar East, Mumbai, Maharashtra - 400014.
5	Second House	H.No 3/5, Muddavaddo, Saligao, Bardez Goa - 403511.
6	Ihop	Block No. 34/14B, Unit No. F-28, Palladium Mall, Lower Parel, Mumbai, Maharashtra - 400013.
7	Pind Punjab	"Gera Park View, Shop No. 103, Sr 73/1, Kharadi Haveli, Pune, Maharashtra - 411014."
8	Maujja Restobar	"E Squar Building, Subhash Road, Vishnu Prasad Society, Navpada, Netaji Subhash Road, Vileparle, Mumbai, Maharashtra - 400057."
ASSOCIATES-09		
	Name of the establishment	Address
1	Venjara Carpets	7 Babulnath View Co-Op Hsg Society, Babulnath Road, Opp. Babulnath Temple, Mumbai, Maharashtra - 400007.
2	Ethics Infotech LLP	9Th Floor, 901,902 And 903, Neptune Edge, Sarabhai Compound, Near Genda Circle, Vadodara, Gujarat - 390007.
3	Trav Junction	"4, Sunny House, Mandlik Road, Behind Hotel Taj, Mumbai, Maharashtra - 400005."
4	Yash Govind Marketing	10, Shivaji Park Extension, Ujjain, Madhya Pradesh - 456010.
5	Lakshya Infotech	"Shop No. 05, Dipti Blossom, I.C. Colony Borivali (W), Mumbai, Maharashtra - 400103."
6	Dreamspan Ventures Private Limited	S No.37, Plot No 556/1/2, Pisoli Village, Near Balaji Hotel, Tal-Haveli, Pune, Maharashtra - 411060.
7	Bng Advisors Private Limited	104, Monalisa Apartments, Kasturba Road, Malad West, Above Bharat Bank, Mumbai, Maharashtra - 400064.
8	Spin Communique	Shop No. 2, Ganesh Chaya, Dn Mhatre Road, Eksar, Borivali West, Maharashtra, Mumbai - 400091.
9	Blits Hospitality Inc.	Shop No. 2 & 3, Ground Floor, Mahamaya Building, Dr. Atmaram Borkar Road, Panaji, Goa - 403001.



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