

# H&RA Today



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A MONTHLY ON HOSPITALITY TRADE  
By Metro Media



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# HRA Today

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AUG-SEP 2022

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## President's Message

*Dear Members,*

Let me begin this note by inviting you to be part of India's largest Hospitality Convention that is being organized by your Association in Nashik – the 'Wine Capital Of India' next month. From 7th October to 9th October 2022, HRAWI's 19th Regional Convention will host key policymakers, Government representatives, investors and industry stalwarts under one roof. The Convention organizing committee has chalked out an interactive programme under the theme 'Here To Win', to celebrate the resilience of the hospitality industry through trying times. The event will offer an excellent opportunity for industry professionals to network with fraternity members, vendors, consultants and other professionals from the hospitality industry. The event and stay will be hosted in one of Nasik's most beautiful hotel properties – the Radisson Blu Hotel & Spa.

This is the second time that HRAWI is hosting its Convention in Nasik, the fourth largest city in Maharashtra. Situated on the banks of river Godavari and home to twenty-nine wineries that produce 80 per cent of the wine in the country, Nasik is aptly called 'The Wine Capital of India'. After two tough and challenging years, this convention will celebrate the resilience of our Hospitality Industry. The event will witness members from the Hospitality Industry from across

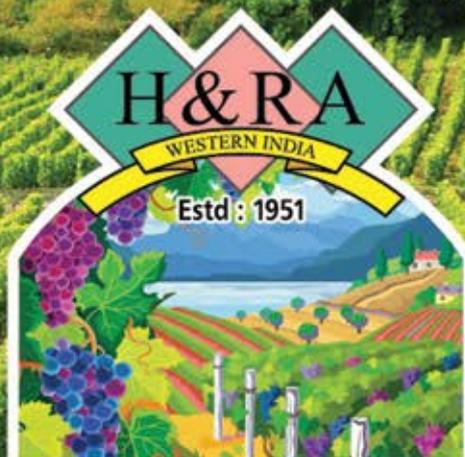
States coming together for two days of networking, education, inspiration and most importantly the celebration of the best of Indian Hospitality. What's more... the Association has also planned two nights of grand entertainment, accompanied by cocktails and dinner. I look forward to welcoming you in Nashik.

Recently, the Government announced an additional ECLGS of Rs.50,000 Cr specifically for the tourism sector which is a welcome decision. However, considering the hardships faced by the sector over the last couple of years, your Association has requested the Government for the scheme to be customised to meet the needs of the industry. We've also requested that the eligibility criteria to apply for loan through ECLGS to be simplified and made more accessible may be through a single-window or single-click clearance system.

HRAWI continues to hold Food Safety and Standards Authority of India's (FSSAI) Online Food Safety Supervisory Training in Advance Catering (FoSTaC) programme. Last month, the Association organized two sessions. HRAWI is thankful to the hospitality establishments for proactively enrolling their personnel in the programme.

**Sherry Bhatia**  
*President - HRAWI*

# Here to Win!



**H&RA**  
WESTERN INDIA  
Estd: 1951

**19<sup>TH</sup> REGIONAL  
CONVENTION**

..... **NASHIK** .....

**THE WINE CAPITAL OF INDIA**

**7<sup>TH</sup> - 9<sup>TH</sup> OCTOBER, 2022**

# PRESIDENT'S *Invitation*

“ Dear Members,

Greetings from HRAWI

Please accept my personal invitation to the 19th HRAWI Regional Convention being held in Nashik, from 7th to 9th October, 2022.

A large part of our energies in the hospitality industry, is spent 'Wining and Dining' our guests, so what better place to convene, than the 'Wine Capital of India'. Nashik is not just home to more than half of India's vineyards and nearly a third of our wineries, but also to some of the better known religious places.

The Convention Organizing Committee has chalked out an interactive programme for you under the theme 'Here to Win', celebrating the resilience of the hotel industry through trying times.

Annual Conventions offer an excellent opportunity to network with fraternity members, professionals, consultants, vendors and many more associates from our hospitality industry.

We have curated relevant topics and invited industry experts to share their rich experience through a series of business sessions planned for both, the hotel as well as the restaurant fraternity.

We have planned two nights of grand entertainment, accompanied by Cocktails & Dinner.

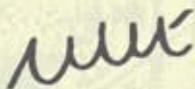
The Convention brochure has information on the overall flow of the event.

May I also request you to kindly fill out the attached registration form, selecting your preferred choice of accommodation so as to avoid any disappointment and also avail the early bird special offer that ends on 10th September, 2022.

HRAWI needs your support and I look forward to welcoming you in Nashik.

”

Yours Sincerely



**Mr. Sherry Bhatia**  
President

# EVENT *Flow*

## DAY 01 - (FRIDAY, 7TH OCTOBER, 2022)

• 6:00 PM - 8:00 PM	Inaugural *
• 8:15 PM - 12:30 AM	Cocktails, Dinner & Entertainment *

## DAY 02 - (SATURDAY, 8TH OCTOBER, 2022)

• 7:30 AM - 10:00 AM	Breakfast at your respective hotels
• 11:00 AM - 12:00 PM	Business Session I *
• 12:00 PM - 12:30 PM	Tea & Coffee Break *
• 12:30 PM - 1:30 PM	Business Session II *
• 1:30 PM - 2:30 PM	Lunch *
• 2:45 PM - 3:45 PM	Business Session III *
• 3:45 PM - 4:00 PM	Tea & Coffee Break *
• 3:45 PM - 4:45 PM	Wine & Cheese (for spouses) at The Gateway Hotel Ambad, Nashik
• 4:00 PM - 5:00 PM	Business Session IV *
• 6:45 PM	Meet at Lobby to move towards Sula

## DAY 03 - (SUNDAY, 9TH OCTOBER, 2022)

• 7:30 AM - 10:00 AM	Breakfast at your respective hotels
• 11:30 AM - 12:15 PM	Business Session V *
• 12:15 PM - 2:00 PM	Brunch *

\* At The Radisson Blu Hotel & Spa, Nashik

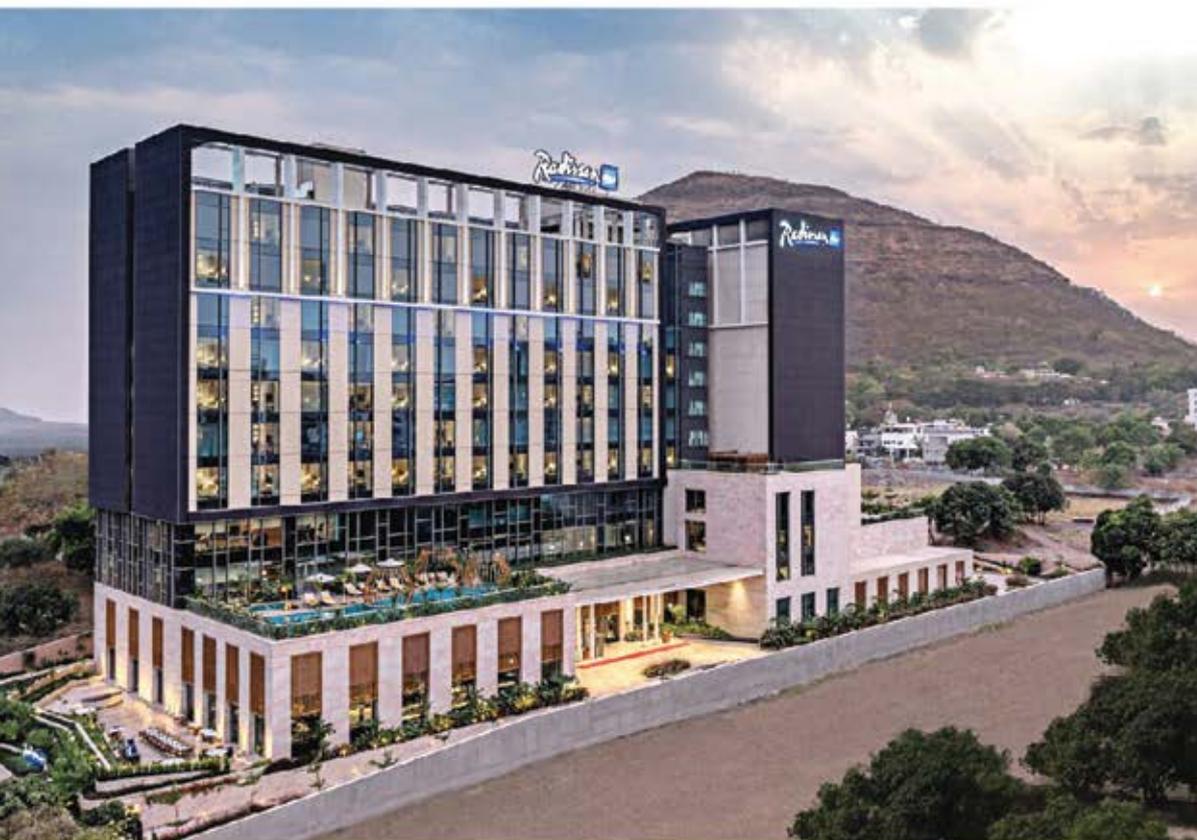


THE WINE CAPITAL OF INDIA



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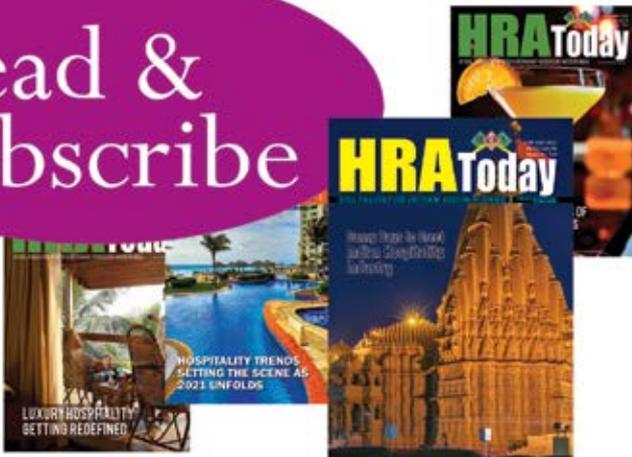
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## NEW GLOBAL PARTNERSHIPS BETWEEN INDIAN COMPANIES AND GLOBAL BRANDS IN THE OFFING

Our Bureau

**A**s the pandemic has started declining, there is a dramatic comeback of the food and beverage (F&B) industry and consumption has also started looking up. Along with this, there are strong indications of new tie-ups and partnerships between Indian companies and global brands. With many countries having eased their travel curbs, India's restaurant owners are also looking at 'ambitious global opportunities'

India's largest luxury to premium retailer brand Reliance is foraying into the F&B space through a tie-up with the global food chain Pret A Manger. Reliance Brands plans to launch the first outlet in Mumbai during the current financial year.

Many global brands now see India as a huge opportunity. MMG Group acquired the rights of McDonald's India North and East two years ago

and saw an exponential growth in the business. They are now understood to be exploring partnerships with other global brands in the fine-dining space for India.

Market reports indicate that MayFair Consultants, which specialises in hotel, restaurant and real estate consulting is on the job of finding franchisees for some powerful brands from London and Dubai including well known cafes and casual dining brands. They also have plans to expand into tier 1 and tier two cities.

Similarly, brands like Ophelia at The Ashok are understood to explore associating with big brands in London by getting them to India. Within India, Ophelia is looking to scale Toy Room across the country and has already signed agreements for Chandigarh and Bengaluru. They are about to close Hyderabad and are also considering Chennai and Jaipur.

The brand also plans to take Cosy Box to Mumbai, Hyderabad, Bengaluru and Goa.

Indian restaurateurs are also eyeing newer territories as business resumes normalcy in other markets. Massive Restaurants that runs brands including Farzi Café, Made in Punjab and Bo Tai, is launching Farzi Café brand in the US by the end of August. They are reported to aim to be in 10 cities in the US in the next two years. At present they are present in nine countries.

First Fiddle, that runs brands such as Lord of the Drinks, Cafe JLWA, Diablo and The Flying Saucer is in talks to take their Miso Sexy brand to Dubai. They are also understood to be in dialogue with Diablo, Bougie and other brands.

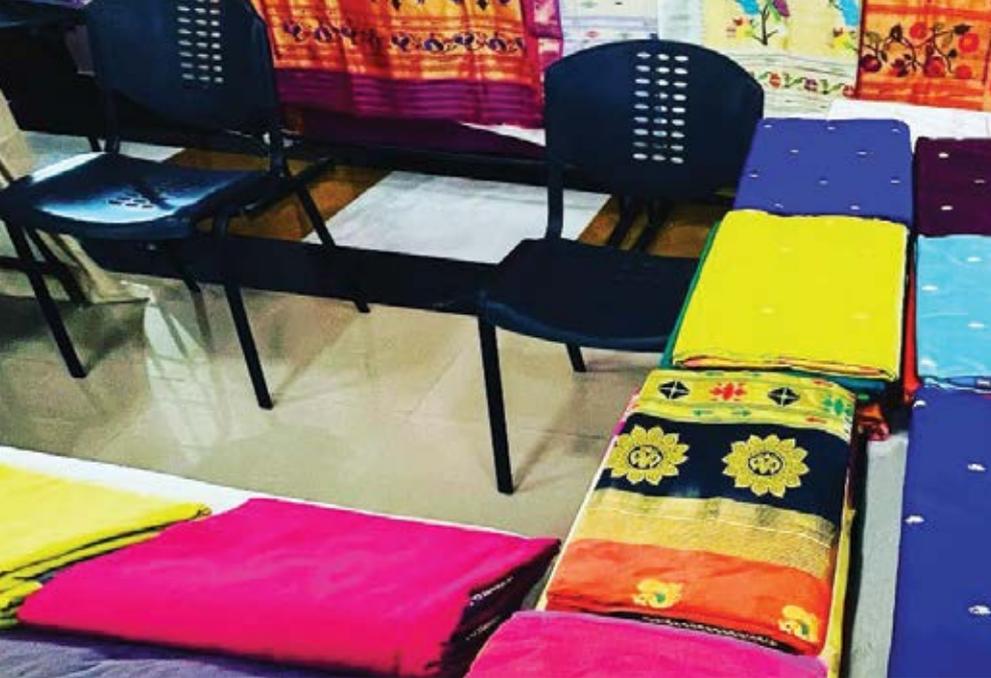
All these initiatives augur well for the F&B sector of the country.

# MAHARASHTRA: THE LAND OF UNLIMITED OPPORTUNITIES





**M**aharashtra, one of the few states to receive the prestigious India Today Tourism Awards, has an area of 3 lakh sq. km and a population of 12.50 crores. The state is located along the coastal part of Western India and is the most industrially developed state. It boasts a rich heritage as it is a place that was ruled by various Hindu kingdoms including the Mauryas, Satavahanas, Vakataka, Rashtrakutas, Yadavas, Mughals, and the Marathas. Moreover, the state contributes 15% of the country's GDP. It is the first state to implement the Industrial Status policy for the hospitality sector and the first state to implement the Agro-Tourism policy. Moreover, it was able to successfully introduce and implement the Adventure Tourism and the Caravan Tourism policies. Along with the India Today Tourism Awards, the state has also won the prestigious International Agro-Tourism Awards and has awarded WTM Global Responsible Tourism Awards to private stakeholders. Let us take a look at the uniqueness which makes Maharashtra state a haven for tourists.



### A Cultural Junction

As a state, Maharashtra is where the cultural influence from many foreign lands comes together and stays in harmony. For example, in the Korlai village in Alibaug, Konkan, a language known as Kristi is spoken by the Luso-Indian Christians staying there who number less than 1000. The Kristi language is a creole language also known as Korlai Creole Portuguese, Korlai Portuguese, or Nou Ling. Creole is a form of pidgin. Pidgin refers to a language that has no native speakers. It is formed between people who do not have a common language and thus need a language for communication and is a combined effort of the various languages. It is formed out of one or more existing languages. A

pidgin is not termed as anyone's mother tongue. Creoles refer to the pidgins which have an official status and are considered an official language. When children are born into a community that speaks pidgin and they tend to see this pidgin as a native language, a creole comes into being. Other examples of such cultural influences are the Ganjifa cards and the Himroo fabric. The Ganjifa cards are an art form practiced in the Kudai village of Sindhudurg. They are also known as hand-painted cards which are circular or rectangular. A deck of such cards consists of 96 or 106 cards that were brought to

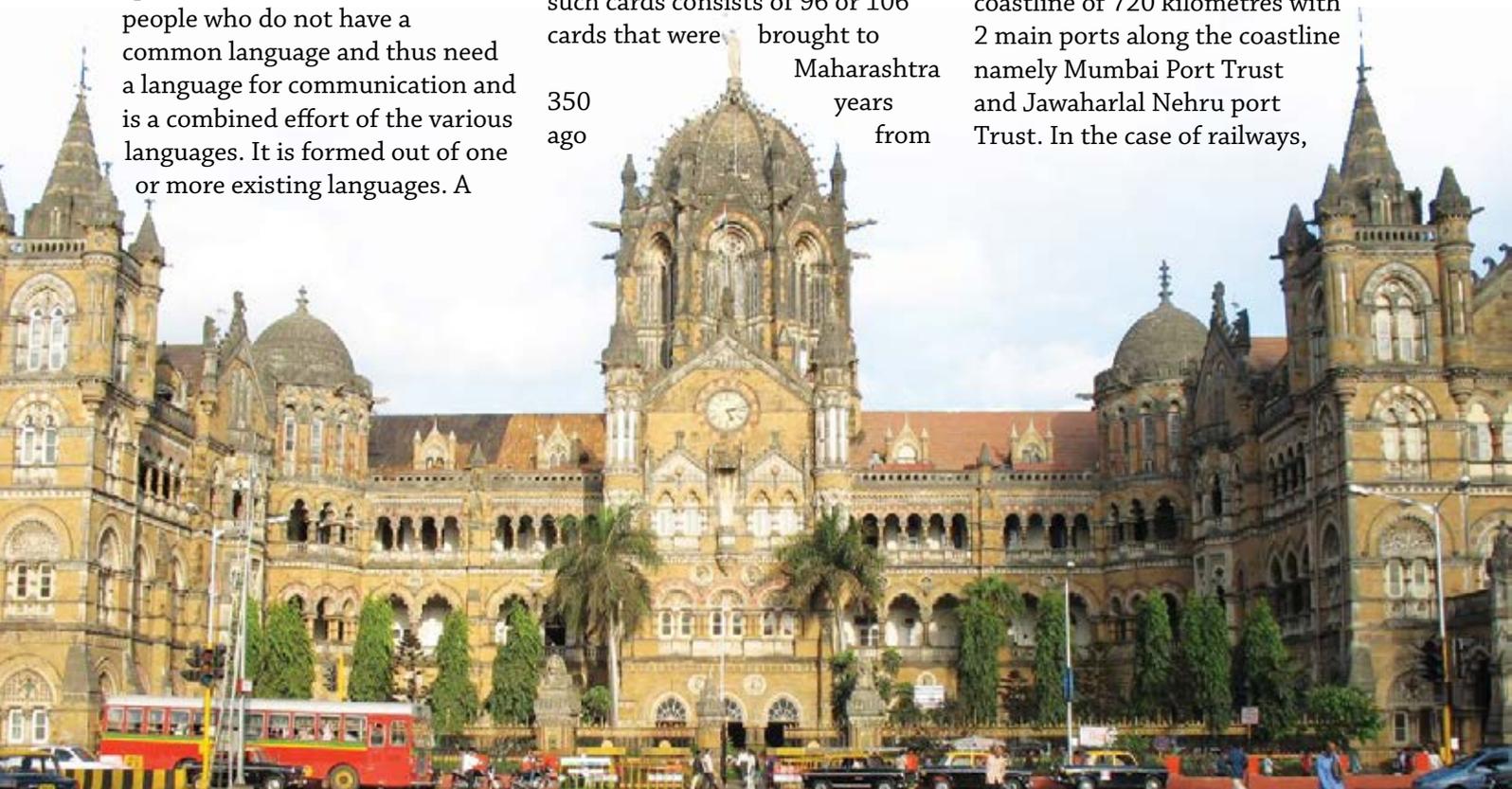
350  
ago

Maharashtra  
years  
from

Persia. The Himroo fabric was brought to Aurangabad during Muhammad Tuglaq's reign and is a fabric made of silk and cotton. The Himroo fabric is used to make sarees, shawls, stoles, etc., and is still weaved in the handloom factories of Aurangabad.

### Accessibility and Accommodation

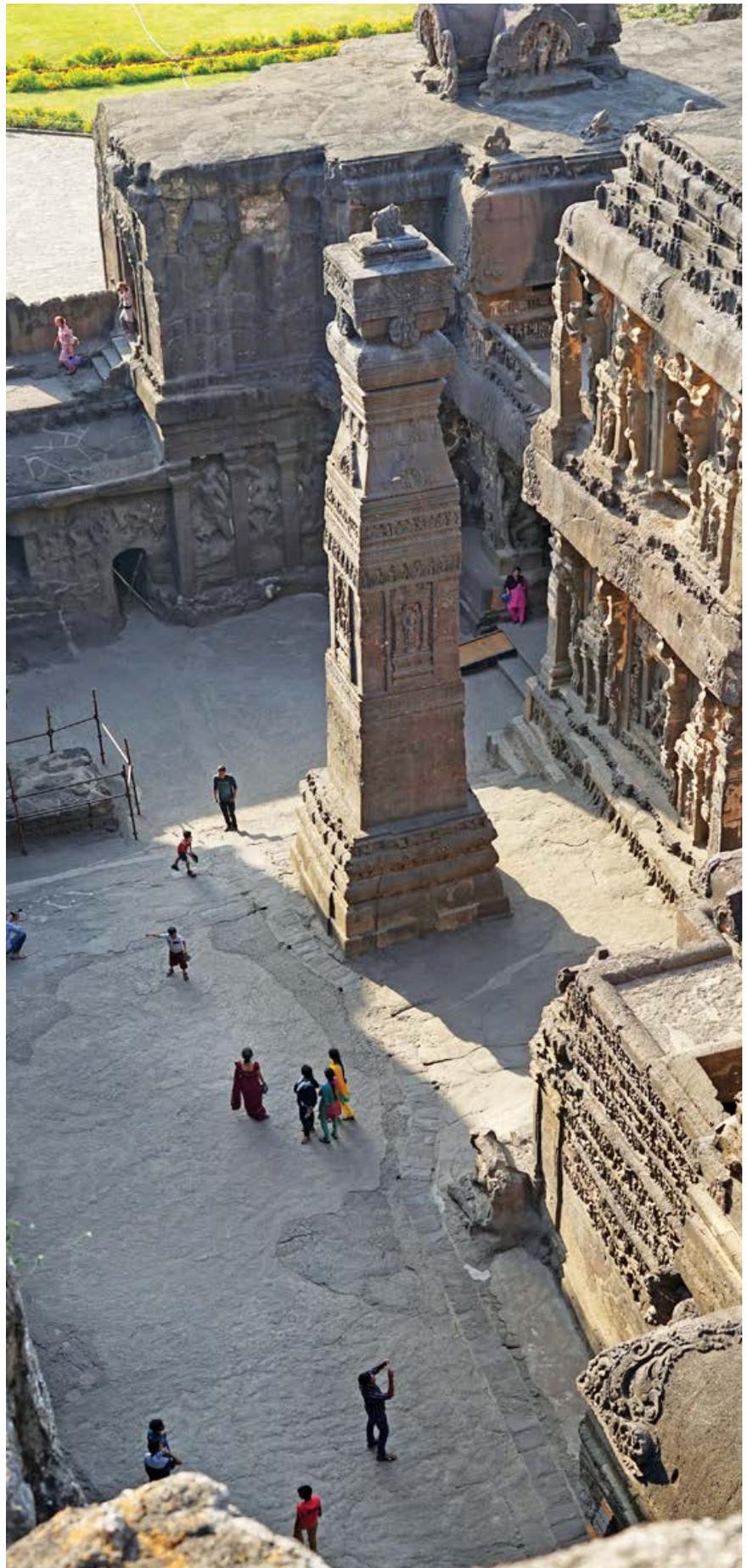
Maharashtra is the most accessible state in India. It is well connected by roadways, railways, waterways, and airways. It has 18 National highways. It has a coastline of 720 kilometres with 2 main ports along the coastline namely Mumbai Port Trust and Jawaharlal Nehru port Trust. In the case of railways,



the Central & Western railways link Maharashtra with the rest of India. Chhatrapati Shivaji Maharaj Terminus (CSMT) station of the Central railway, with its head office located in Mumbai, connects Maharashtra to the eastern, central, and southern regions of India. Moreover, there are 14 airports in Maharashtra including 3 international airports namely Chhatrapati Shivaji Maharaj International Airport in Mumbai, Pune International Airport in Pune, and Dr. Babasaheb Ambedkar International Airport in Nagpur.

### **Gems of Maharashtra**

The state of Maharashtra is a place filled with places where one can visit and have a rich travel experience. Maharashtra is famous for its Stone age rock art also known as Petroglyphs or Geoglyphs. They are known to be the oldest art of Maharashtra and the material proof of how Indian civilization is more than 10,000 years old. There are over 140 sites of Petroglyphs in 92 villages on the Konkan belt. UNESCO has included eight geoglyph sites on its tentative list. A Tentative List is an inventory of those properties which each State Party intends to consider for nomination. There are seven of them from Ratnagiri and one from Sindhudurg. The Hill stations in Maharashtra include Mahabaleshwar, Panchgani, Matheran, Lonavala, Igatpuri, Amboli, Jawhar, Gaganbawada, Chikaldhara, and Toranmal. These hill stations boast pleasing weather along with thrilling activities like valley crossing, zip lining, paragliding, etc. If you are looking for the coolest places in Maharashtra, then you should visit Mumbai,



Kolhapur, Pune, and Nasik. There are almost eight hundred caves at sixty-five different locations in the state of Maharashtra. Some of the most interesting cave sites include Bhaje Caves in Pune which were excavated between the 2nd century BCE to 2nd century CE, Karla caves, Pune excavated between the 1st century CE to 6th century CE, and Pandavleni at Nasik is from as early as 1st century BC. Some caves are even recognized as UNESCO heritage sites such as Ajanta, Ellora, and Elephanta caves.

For someone who is embarking on a pilgrimage, Maharashtra provides the best temples one can find in India. There are around a minimum of 100 to 150 years old Hindu temples, Jain temples, Mosques, Churches, and Dargahs in the state. Five out of the twelve Jyotirlingas in India are in Maharashtra and it is also the home to the 12th-century-old Daitya Sudan temple in Lonar, Aurangabad.

Maharashtra is home to the maximum number of forts in India. There are around four hundred majestic forts which include architectural marvels like the Murud Janjira among others. There are also famous seaports that are strategically built amid the Arabian Sea which

are over 350 to 400 years old. Shivaji Bhosale, fondly known as Chhatrapati Shivaji Maharaj (born in 1630) founded the Maratha empire and was the Father of the Indian navy. He built some of the most strategic and significant forts in Maharashtra which include Sindhudurg, Vijaydurg, Jaigad, Raigad, Pratapgad, and Rajgad.

Maharashtra has 49 wildlife sanctuaries, six national parks, and ten conservation reserves. The Tadoba Andhari, which is the largest National Park in Maharashtra has 80 tigers. The state bird of Maharashtra is the Yellow-footed green pigeon while the state animal is the Shekru or the Giant flying squirrel.

The coastline of the state of Maharashtra is around 720 kilometres long along the Arabian Sea and is also known as the Konkan Belt. The state has some of the most pristine, clean, and virgin beaches in India. Moreover, there are also combinations of temples and beaches such as the Ganesh temple at Ganpatipule beach, Lord Shiva temple at Harihareshwar beach, etc. There is also the presence of certain distinctive cuisines in Maharashtra such as thecha, bhakri, ukdiche modak, thalipeeth, rassa, tarri poha, solkadhi, kokam sarbet, etc.

“  
*There are over 140 sites of Petroglyphs in 92 villages on the Konkan belt. UNESCO has included eight geoglyph sites on its tentative list. A Tentative List is an inventory of those properties which each State Party intends to consider for nomination.*  
 ”

The state also has some famous modern inventions such as the Vada pav, missal pav, etc. The food and cuisine of Maharashtra are enough to make one's mouth water since it is one of the tastiest in India. There are many cuisines in the state including cuisines such as Vidarbha, Khandeshi, Konkani, Marathwada, and Puneri.





The Dadasaheb Phalke Chitranagari, also known as the Film City, was built in 1977 by the government of Maharashtra to provide facilities to the film industry for its smooth working and success. There are around 521 acres of lush green picturesque land on which iconic TV serials and movies are shot. Moreover, Maharashtra is known as the birthplace of Indian cinema. Medical Tourism in Maharashtra is among the top 3 medical tourism destinations in India with more than five hundred Yoga and Wellness Centres, one thousand four hundred Hospitals across the state with over one lakh highly qualified doctors, and

more than 250 NABH and 10 JCI accredited hospitals in India. The state is home to one of the oldest Vipassana centres and is also the leading state with the highest number of Vipassana centres. Other major tourist destinations in Maharashtra include the Meteor Crater at Lonar and Nasik: the wine capital of India. It is classified as a Geo-heritage monument which is 500 feet and 1.8 kilometres wide. It was formed as a result of a meteor collision and stands as a wildlife sanctuary for conserving animals, plants, and lake water. Another destination is Nasik, which is also known as the wine capital of India and has the highest yield of grapes

“*The Tadoba Andhari, which is the largest National Park in Maharashtra has 80 tigers. The state bird of Maharashtra is the Yellow-footed green pigeon while the state animal is the Shekru or the Giant flying squirrel.*”





“  
*The coastline of the state of Maharashtra is around 720 kilometres long along the Arabian Sea and is also known as the Konkan Belt. The state has some of the most pristine, clean, and virgin beaches in India.*  
”

and contributes to the state’s 75% of grape export. Moreover, it is home to more than thirty vineries known as Sula, York, Soma, Renaissance, Flamingo, Vinsura vinery, etc. The vineries attract a lot of tourists for the vineyard tours which give them a view of the process of winemaking and allow them to be a part of the tasting process. The vineries also provide the tourists with a luxury stay so that they can take their time experiencing the whole process.

Maharashtra is famous for its Paithani sarees, which is known as the Queen of silk sarees. They are 18th-century handwoven sarees named after Paithan town. They are made from fine silk and zari. The main attraction of the Paithani saree is its unique weaving technique. From the dyeing of the yarn to the weaving, the entire process is done by hand. It is a perfect combination of simplicity and grandeur. Moreover, it holds the same stunning designs on both sides of the saree. It is so famous that it

is regarded as the staple saree in most Maharashtrian weddings. The town called Yeola where the famous silk sarees are produced sees a good number of tourists due to the Paithani silk sarees. Another art form for which Maharashtra is famous is the Warli art which is a tribal and traditional art form created by tribes of the North Sahyadri range in Maharashtra. The paintings are made with natural colours like rice powder and geru. It is usually made on the walls of houses, verandas, etc. to celebrate various special occasions like the birth of a child, marriage, etc. Moreover, the Warli art is inspired by daily activities like hunting, cooking, etc. Maharashtra is home to Jivya Soma Mashe (1934-2018), who was an artist that popularised the Warli art form. His works were exhibited in France, Germany, Paris, Italy, and the US. Maharashtra is famous for its religious rituals and festivals like the Wari and Ganesh Chaturthi celebrations respectively. Wari is a twenty-one-day pilgrimage

procession that starts from Alandi and goes on till Pandharpur, the abode of Lord Vitthal. Lord Vitthal, also known as Vithoba and Panduranga, is a Hindu deity who is predominantly worshipped in the states of Maharashtra and Karnataka. The procession is undertaken entirely on foot. The pilgrimage is also famous for its Ringan ritual. It is a breathtaking ritual that is a visual delight. Thousands of pilgrims or warkharis that participate in the procession form a circular formation. A path is created inside the circular formation and horses run through the path. The horses are said to pay respect to the Padukas (an ancient form of footwear) of the Saints. The Ganesh Chaturthi is a religious festival celebrated all over Maharashtra to celebrate the birth of the elephant-headed deity Ganesha. It is a ten-day festival which is also known as Vinayaka Chaturthi. The festival is celebrated individually as well as on a community level. It is also a large procession-led celebration.

In addition to the above gems of Maharashtra, the state also has various projects which are under planning, some of which include the Shiroda Taj hotel, Samruddhi Highway connecting 24 districts, Ekvira ropeway project, Mumbai Trans harbor link road, the first glass skywalk to be built in Maharashtra at Chikhaldara, Amravati, the International cruise terminal (2023) and the Navi Mumbai International Airport (2024). Other policies by the government to promote tourism include homestays and vocational rental homes, and the Tour Operator Accreditation Policy (TOAP). Maharashtra is thus, one of the most preferred destinations for tourists since it provides a plethora of tourist spots, activities, and cuisines, and the rich travel experience it provides as a result of the same. It is a must-visit place as the various destinations, attractions, and experiences that Maharashtra as a state provides top the list on any given day.



# DOMESTIC TRAVEL: A NEW GROWTH DRIVER FOR THE INDIAN HOSPITALITY INDUSTRY

N.Vijayagopalan

A camel is visible on the left side of the page, standing in a desert landscape. The background features rolling hills and mountains under a golden, hazy sky, suggesting a sunset or sunrise. The overall scene is a vast, open desert environment.

**D**omestic tourism is the tourism of resident visitors within the economic territory of the country of reference. Domestic tourism plays an important role in overall tourism development in the country. Domestic travel is important for the domestic economy as it feeds money back into the local economy. This helps revitalise the livelihoods of locals, as well as bolsters the local government's funds using which they can improve infrastructure and amenities for the local community. Development of a domestic tourism growth strategy focusing on domestic tourism's contribution to a sustainable tourism economy has assumed great significance in many countries. Research has shown that domestic tourism tends to play a major role in the

sustainability of most successful tourism destinations. Compared to international tourists, domestic tourists are more knowledgeable about the destination, its culture and custom, its language and food, and other general features, so they are more demanding for the quality of products and services.

India, a place to explore and revel in cultural and geographic beauty, has exquisite sights spread all over the country. There has been a paradigm shift in the concept of domestic tourism over time with the growing middle-class and its disposable incomes. The COVID-19 pandemic has turned many paradigms upside down, but domestic tourism will likely recover much faster than international tourism in the country.

India's domestic tourism is a growing industry which offers vast opportunities due to younger

demographics of the travellers and their changing preferences. Statistics indicate that the number of domestic tourist visits (DTVs) has been showing progressive increase in the post Covid scenario.

There are mainly four kinds of DTVs in India. First, honeymooners. They are the biggest chunk of DTVs who look out for the best and who are young and fun loving. They want a lot from the trip. Attractive destinations are Kerala, Goa, Himachal Pradesh and Kashmir.

Second, family on a vacation. They want the best at the cheapest and look out for refreshment and relaxation. They usually prefer off-season which is low priced devoid of foreign tourists. They plan a tour to any part of India depending on the size of their family budget

Third, pilgrims. They look out for specific places of religious importance like Varanasi, Mudurai, Tirupati, Shirdi, Vaishnodevi, Amarnath, Badrinath, Puri, Dwarika, Ajmer, Amritsar, etc. As India is a country with religious values, pilgrimages pull a large number of domestic tourists and the area are exclusively explored by the pilgrims only.

Finally, the rest are on leisurely vacation using the holidays like weekends. They usually travel to the nearest destination that is not far than one night travel by road/train. Working class and students basically fall in this category. The destinations can be different for different cities. Shorter duration of holidays is a trend observed mainly during summer travel in this category.

Consumption by domestic tourists remains the key strength of the sector in India, much stronger

than the global average. The segment is likely to grow further with growing disposable income, increasing inclination towards traveling across age groups and emergence of new destinations as well as new themes of tourism. India also follows the global trend in terms of higher spending on leisure tourism as compared to business spending.

Post COVID-19 pandemic, the Government has taken various measures for promotion of tourism in the country including support to tourism industry through various economic stimulus. The Ministry of Tourism is currently focussing on promotion of domestic tourism. The Ministry has launched the DekhoApnaDesh initiative under which

various promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations / products including lesser known destinations are carried out. DekhoApnaDesh initiative is being promoted extensively on social media platforms and website of the Ministry and also by the Domestic India Tourism offices.

Going forward, there is a greater

need for the government and private sector to collaborate towards thematic development of the destinations and skilling of local communities. There is also a need for intervention in conservation and promotion of our natural resources, heritage and traditional arts and culture. Technology can be a key enabler and play a critical role in unprecedented growth of the sector.



# TRENDS DRIVING THE HOSPITALITY INDUSTRY

**T**he society has undergone a sea change in almost every walk thanks to the pandemic and the changing values after its acute phase. The popularity of staycations, hygiene protocols and contactless technologies is now firmly embedded in the daily activities of

hospitality businesses. There is an increased consumer awareness of all things sustainable, purposeful and health & well-being and this has set new benchmarks for hospitality enterprises.

The hospitality industry in 2022 is driven by a few trends.

## 1. Bleisure travelers galore

Bleisure travel is a term used to describe travel which combines elements of both business and leisure. It typically takes the form of business travellers extending the duration of their trip, in order to enjoy leisure activities, which may range from sightseeing and relaxation, through to hiking, visiting entertainment venues, or attending events. Bleisure travel is one of the emerging concepts in the hospitality industry, and its growth has meant a greater focus is now being placed on the needs of the corporate traveller who wants to enjoy some leisure time during their trip.

With more corporate adopting a hybrid or flexible approach to working remotely which started during the pandemic phase, more hospitality venues are being used as make-shift offices for bleisure travelers, as well as locals seeking a change of work environment. This is a great opportunity for hotels and F&B venues to capitalize on the trend and adapt their offering to meet the needs and wants of this emerging segment; ample plug sockets, free high-speed WIFI and great coffee are good starting points.

## 2. More guest experiences getting digitised

Apps have become the order of the day in the manner hoteliers manage the services they provide to their customers. Through these digitized services they can now control many aspects of the guest cycle and experience. The pandemic had fuelled the momentum in digital and contactless services since 2020. Customer interface services are undergoing an overhaul thanks to



the widespread use of technology-assisted options, such as mobile check-in, contactless payments, voice control and biometrics. Those consumers who have become accustomed to unlocking their smartphones and laptops using facial and fingerprint

recognition have started to experience the same convenience in accessing their hotel rooms. But the fact is that these upgrades are costly to install and maintain, though they are becoming increasingly inevitable for staying ahead of the curve.



### 3. Preventative medicine and self-care on priority

The COVID pandemic has made preventative medicine and self-care undisputedly trending. The wellness industry is transforming into a booming trillion dollar market and hospitality venues are well positioned to take a large piece of the pie, especially those with existing spa facilities. There is rapidly growing demand for health diagnostic technology and bespoke treatment plans delivered by experts who conduct personal or group sessions to develop vitality, healing, stress management, emotional balance, mindfulness and better sleep



### 4. Personalization and individualisation of guest experience becoming the order of the day

Hotel guests have grown to expect to be recognized and treated as individuals. Hotels are going the extra mile to personally greet their guests, while tools such as Mailchimp and Zoho have made personalized e-mail marketing accessible to the masses, ensuring



highly target audience-specific communications. Far beyond simply adding the customer's name to email greetings, data provides insight into past buying habits, enabling hotels to tailor their offers and promotions, and automatically provide similar services to previous stays.

More of technological platforms such as CRM and CEM use big data to create one-to-one interactions between the guest and the host at scale. AI-powered chatbots have proven to be a customer service asset both during the booking process and in responding to recurring questions. More hotels are resorting to the use of management systems to monitor and optimize revenues, customer relationships, property, channels and reputation.

### 5. Travel Agents slowly waning

Customers request both extreme personalization and unique experiences. This could very well lead to the death of the travel agent and the rise of the independent traveler. Minimalism has reinvigorated the otherwise somewhat dusty saying "less is more". Travelers are decreasingly seeking lavish displays of wealth, preferring instead to spend wisely, purposefully and make a positive impact on the world. Unique

experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays and relaxation retreats.

### 7. Solo travelers are increasing

Many have embraced the meditative value of spending time alone and venturing out into the big wide world unencumbered, interacting and making friends to whatever degree suits. In an effort to make solo travelers feel comfortable, barriers between hotel staff and guests are being lowered, interior design choices made to evoke a sense of homeliness and an informal atmosphere cultivated. This, along with a less stark divide between guests and locals, encourages a feeling of hotel community.



## 8. Environment friendliness gaining rounds

A hospitality trend that is both current and a hallmark of recent years: “sustainability” once again assumes its position. A natural extension of avoiding disposable plastics, eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste, more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level. Decisions about things as simple as which towel rails to install during renovations have disproportionate repercussions when implemented at scale. Simple eco-friendly switches include replacing miniature toiletries with larger, locally sourced dispensers, choosing ethically produced bedsheets made from organic materials and reducing energy consumption with smart bulbs, etc. Vegetarian and vegan options also harbor well-known environmental advantages.

## 9. Virtual and augmented reality

With the proliferation of Virtual Reality and Augmented Reality, it is only natural that businesses in the hospitality industry increasingly seek to capitalize on features such as virtual tours, conjuring up a digital environment for consumers to picture themselves in. Videos providing 360-degree views of restaurant ambiance, café terraces enveloped in greenery or hotel beachfront locations, for instance, are just the ticket to make an establishment stand out this year. As ever, keeping the access threshold low is key to reaching as

broad an audience as possible with virtual reality material: making content accessible on a variety of devices, without the need for a VR headset. Augmented reality uses graphical or informational overlays to enhance in-situ environments.

## 10. Traveling less and more of Staycations

Travel restrictions during the pandemic period have facilitated the rise of the staycation. Even with international travel opening back up, between airline price hikes, Covid testing requirements and the complicated bureaucracy

involved in going abroad now, many deem foreign travel either too expensive for a big family vacation or not worth the hassle for the weekend breaks of the past. Hence there is more opting in favor of the staycation trend instead, or simply travelling much less than pre-pandemic levels.

Actually there are many reasons vacationers may also be choosing to stay closer to home, such as for environmental or budgeting reasons, with this year having seen a marked uptick in holidays spent more locally.

(With inputs from EHL Insights)





## Organic Food Festival held in Goa a Huge Success

**A**zadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. An Organic Food Festival was organised on August 8, 2022, as part of the 'Azadi ka Amrit Mahotsav' celebrations. Shripad Naik, Union Minister of State for Tourism and Ports, Shipping and Waterways Shripad, inaugurated the Organic Food Festival that was organised by the Institute of Hotel Management and the Ministry of Tourism. The event was attended by State Tourism Minister Rohan Khaunte, Ravi Dhawan, Secretary, Tourism; Regional Director Shri Venkatesan and Mrs Dona D'Souza, Principal, Institute of Hotel Management (IHM). The programme was organised by the students of different centres of IHM, especially from Ahmedabad, Bhopal and Goa. Principal of the IHM, Mrs Donna D'Souza, said that the Institute had organized the 'Organic Food

Festival' to promote traditional cuisine and 250 students from Gandhinagar, Bhopal, Mumbai and Bengaluru are in Goa for the same. The day-long organic food festival had an array of activities including stalls of local food, and lectures on experts. The day-long organic had at least 25 different stalls that were being displayed. Goa state Tourism Minister Rohan Khaunte appreciated the Hotel Management Institute for organizing the Organic Food Festival and thus introducing traditional Goan food to the students and guests of the Institute from the Western region of India. As he addressed the gathering, the Minister said that good health depends on nutrition and thus, there is a need to pay attention to maintaining a healthy and organic diet. Moreover, he said that the state is not only famous for its land of sea, sun and sand but that the tourism department is now paying attention to the traditional culture and cuisine of Goa as well. In addition to the Minister's

address, Shri Venkatesan, Regional Director, India Tourism (Western Region) also used this opportunity to brief the people about the various activities being carried out on the occasion of 'Amrit Mahotsav' of Independence. He said that there is a need for everyone to work together to make Goa, which is a beautiful region in the Western Ghats, emerge as the 'Cuisine Capital'. The official journey of Azadi Ka Amrit Mahotsav commenced on 12th March 2021 which started a 75-week countdown to our 75th anniversary of independence and will end post a year on 15th August 2023



# Promoting Rural Areas through Homestays in Madhya Pradesh

To attract more tourists, Madhya Pradesh pushes for homestays in select villages to promote rural areas. Tourists, especially visitors from abroad and from outside the state, who want to experience the diversity of the culture of Madhya Pradesh from close quarters, can do so through the homestay project which the state tourism department has now come out with. The first phase of the project would include tourism activities to be conducted in about 100 villages to make the tourists experience the environment and lifestyle of the villagers. The endeavour has been initiated under the Rural Tourism Project of the Madhya Pradesh Tourism Board.

Principal Secretary of Tourism and Managing Director, Madhya Pradesh Tourism Board Sheo Shekhar Shukla said that the nature of tourism is changing. The Tourists prefer to see rural life than stay in a luxury hotel. The scheme grants 40 per cent of the construction cost of the

new homestay to the beneficiary; a maximum of INR 2 lakh or 40 per cent grant of the cost for the upgradation of the homestay (maximum INR 12 lakh) will be given to the hosts. This scheme will enable property owners to introduce tourists to the culture, cuisine, customs and lifestyle of Madhya Pradesh. At the same time, the scheme will also ensure a recurring source of income for property owners.

As per officials, the grant will be payable in two instalments. Homestay established under rural tourism has been implemented by Madhya Pradesh Tourism Board under four schemes; Madhya Pradesh Village Stay Scheme (Registration and Regulation) Scheme 2019 / Madhya Pradesh Farm Stay Scheme (Registration and Regulation) Scheme 2019 / Madhya Pradesh Bed and Breakfast Establishment (Registration and Regulation) Scheme 2019 / Madhya Pradesh Homestay Establishment (Registration and Regulation) Scheme 2010 (Revised 2018). Under this scheme, 1,000 homestay rooms will be constructed/upgraded to provide residential facilities to tourists in about 100 villages. Furthermore,

this scheme will be able to employ people from more than 20,000 rural families along with the added benefit of promoting local cuisine, art, handicrafts, folk music and dance etc. Through these schemes, the government has tried to adopt a holistic approach to developing the villages with infrastructure like homestays and local excursions.

“  
*Tourists no longer prefer to stay in a five-star hotel or resort. They want to see rural life*  
”



**Sheo Shekhar Shukla**

Principal Secretary of Tourism and Managing Director, Madhya Pradesh Tourism Board S





## DYPU- SHTS IN ASSOCIATION WITH US CRANBERRIES HOSTS MEGA CULINARY EVENT

# 'CRANTASTIC MARATHON'

On 17th August 2022, D Y Patil Deemed to be University, School of Hospitality and Tourism studies in association with US Cranberries organized a Culinary Training workshop on the college campus. India's eminent celebrity Chefs and Mixologist were invited to inspire the culinary students towards imaginative cooking with Cranberries. The objective of US Cranberries in organizing this educational event is to work with budding chefs and create an awareness of diversity in culinary, bakery, and bar education. The School of Hospitality and Tourism Studies always strives for the all-around development of its Hospitality and Culinary students. In the quest for providing global exposure to the students, DYPU-SHTS joined hands with US Cranberries to bring out the maximum potential amongst the young budding

chefs. The campus was filled with excitement having India's most renowned celebrities like Chef Harpal Sokhi( Founder Punjab Tadka, Director Urban Tadka Hospitality, Cook show host- Urban Tadka), Queen of Mixology - Ms. Shatbhi Basu( Renowned Beverage Consultant, India's first female Bartender awarded by The President of India), acclaimed Culinary Expert Chef Rakhee Vaswani(Food Consultant & cooking show Host, Certified By Le Cordon Bleu at Gordon Ramsey's Tante Marie in London), Chef Abijit Saha(Hospitality and F&B consultant, Restaurateur, Coach & Mentor- Team India, Bo cues D'OR Asia Pacific, 2018), Chef Vikas Seth (IHM Mumbai Alumnus, Culinary skills honed at Culinary Institute of America) and Chef Yogesh Utekar, a culinary maestro(Principal I/C of RPH, Mumbai/ Also an

alumnus of DYPU-SHTS). The most celebrated face of the Indian Hospitality World Chef Sanjeev Kapoor (Entrepreneur & Television personality, host of TV show- Khana Khazana) connected online with the students. The students were absolutely thrilled and privileged to learn culinary tips from him. Chef Sanjeev Kapoor provided much-needed guidance for their bright future. He congratulated all the students and wished them luck for their future ahead. All the chefs showcased that Cranberries are not just a fruit but a versatile, nutrient-dense fruit that can be easily incorporated into sweet and savory dishes. Chef Abhijit Saha gave a live demo of Asparagus spears, almonds, and parmesan risotto with Cranberries, Ms. Shatbhi Basu used her creative spark in creating Cranberry and Kokum Medley. Chef Harpal Sokhi brought the twist with Cranberry Malai Chicken Tikka, Chef Rakhee plated Liquid Cranberry Cheesecake.



All the chefs were amazed to see the level of excitement and curiosity amongst the students. The students not only got to interact with India's best celebrity Chefs but also tried their hands on delicious dishes along with the guests.



Such mega-events can be hosted at the campus due to the excellent infrastructure provided and through the constant motivation and encouragement of the Chancellor Dr. Vi jay D Patil & Managing Trustee Mrs. Shivani Vijay Patil. D Y Patil University, School of Hospitality and Tourism Studies was extremely glad to host this Crantastic Marathon in association with US Cranberries, America's Original Superfruit.



## IHG signs a new Holiday Inn Express hotel in Gujarat



IHG Hotels & Resorts, one of the world's leading hotel companies, has signed a management agreement with Dahej Hotels & Hospitality Pvt. Ltd, a subsidiary of Karmvir Group, for a new hotel – Holiday Inn Express Dahej

Bharuch Road in Gujarat. The new-built hotel featuring 120 keys is expected to be operational by the first quarter of 2025. The hotel will not only solidify IHG's presence in the state of Gujarat, but also strengthen the company's growth in secondary markets, in line with growing demand for quality branded accommodation in the country.

Strategically located on Dahej Bharuch main road, the hotel will have an easy access to all the major companies in Dahej Port city. Dahej is an all-weather direct berthing port with multi cargo capacity situated on international maritime routes. This makes it the preferred port for the cargo hubs functioning in

the northern, western states and Union territories of India. With excellent accessibility, facilities and hospitality that the brand is known for, the hotel will provide a convenient stay experience for business travellers and port crew.

In addition to featuring modern and fully equipped guest rooms, Holiday Inn Express Dahej Bharuch Road will offer an array of facilities including a 'Great Room', a lounge, a gymnasium for guests to relax and unwind. The hotel will also feature an equipped business centre, meeting rooms along with signature amenities reflecting the brand's promise of providing a comfortable and efficient stay for business guests.

## CCPA directs hotels & restaurants not to add service charge to food bill



The Central Consumer Protection Authority (CCPA) under the Consumer Affairs Ministry has ruled that hotels or restaurants shall not add service charge automatically or by default to the food bill. The Authority has issued detailed guidelines, in this regard, terming the decision to

prevent 'unfair trade practices and violation of consumer rights' by means of levying service charge in hotels and restaurants.

The guidelines issued by CCPA stipulate that hotels or restaurants shall not add service charge automatically or by default to the food bill. No collection of service charge shall be done by any other name. No hotel or restaurant shall force a consumer to pay service charge and shall clearly inform the consumer that service charge is voluntary, optional and at consumer's discretion. No restriction on entry or provision of services based on collection of service charge shall be imposed on consumers. Service charge shall not be collected by adding it along with the food

bill and levying GST on the total amount.

The guidelines say that the aggrieved customer can approach the Consumer Commission directly or submit a complaint to the District Collector in this regard or write to the Authority via mail. According to the Department of Consumer Affairs, the National Consumer Helpline (NCH) received a large number of complaints with regard to levying of service charge. Complaints include restaurants making service charge compulsory and adding it in the bill by default, suppressing that paying such charge is optional and voluntary and embarrassing consumers in case they resist paying service charge.

## NairOnFryer opens first corner store in Bandra



**N**airOnFryer, the first corner store opened in June in the heart of Bandra, Mumbai offering Kerala street food in Thattukada style. It is an initiative

of NairOnFire, the noted premium delivery kitchen chain brand offering authentic home-style Kerala cuisine. The brand is looking at offering franchise in the metro in the near future.

With the new launch, it celebrated as the best home-style Kerala cuisine brand, after 2 years and 3 premium delivery kitchens in Mumbai, now eyes expansion – not just of operations but the repertoire of Kerala cuisine this city gets to experience. The best of local & street-style flavours are being captured by the brand, retaining the home-style essence through the quality of ingredients and nostalgic flavours that any Malayalee will vouch for.

After creating a niche for insanely delicious home-style dishes and

local concepts that are direct imports from Kerala, NoF launches the first QSR format store specialising in the authentic fast-food from God's own country. Serving lunch with a few meal combos' menu, the corner store will be open well past midnight catering to hunger cravings with a bunch of typical Kerala food specialities.

The flagship brand has been introducing new concepts, innovative recipes, and interesting food trends from Kerala. The introduction is a part of the founding trio's (chef Sara Jacob Nair, Toral Sanghavi & chef Vinod G Nair) vision of owning Kerala cuisine in the country and becoming the singular choice for this food.

## II<sup>nd</sup> HRAWI Executive Committee (E.C.) Meeting for the F.Y. 2022-23 held on 23rd June 2022 at Hotel Wow, Indore, Madhya Pradesh



## Sasarwadi, wins the Best Maharashtrian Restaurant of The Year award by Restaurants Award 2022, Mumbai



Sasarwadi, a Maharashtrian restaurant in Seawoods, Navi Mumbai, gets the “Best Maharashtrian Cuisine Restaurant of the Year” award at Restaurant Award 2022, Mumbai. Sasarwadi is the Marathi translation of “in-law house” - To amplify the extraordinary hospitality and generosity we get at our in-law’s place with a focus on sustaining the authenticity and the Maharashtrian food culture.

The Award ceremony took place in the presence of chef Ranveer Brar and the award was received by the founders of Sasarwadi from the Indian model and actress, Preeti Jhangiani and Indian actor Parvin Dabas. This award is held every year in different regions to bestow honour upon the greatest in the industry who have tirelessly dedicated their lives to walking an extra mile to raise the bar of the food and beverage sector.

## E-com FBOs directed to display nutritional info against item for sale



The Indian Food Authority, FSSAI, has directed e-commerce food business operators to display nutritional information against the food item they offer for sale. Such FBOs were also asked to comply with other relevant provisions of the FSS (Labelling and Display) Regulations 2020.

FSSAI in its order says, “E-commerce food businesses falling under the criteria as specified through the regulations for Display of Information in Food Service Establishment (under FSS (Labelling and Display) Regulations 2020

for e-commerce food business operators) are hereby directed to enable provisions in their online platforms including mobile applications for display of nutritional information as well as other specific requirements under the said regulations, so that the FBOs registered on your respective platforms would be able to feed and update such information in respect of each dish/food they are offering for sale”.

The regional directors were also advised to ensure necessary compliance for the same through e-commerce food businesses as

per the direction.

According to Inoshi Sharma, executive director, FSSAI, the regulation stipulates that ‘e-commerce food businesses shall get requisite nutritional information from respective food business operators and provide on their website wherever applicable.’

Under the provisions of ‘Display Of Information In Food Service Establishments’ that comes into effect from July 1, 2022, as per sub regulations 9, ‘ food service establishments having central licence or outlets at 10 or more locations shall mention the calorific values (in kcal per serving and serving size) against the food items displayed on the menu cards or boards or booklets’.

Further, such FBOs were also required to provide information such as nutritional information, allergen info, ingredient info, and specific requirements as prescribed under the various applicable provisions of these regulations.

## HRAWI Conducts FSSAI's FoSTaC Programme In June



The Hotel and Restaurant Association of Western India (HRAWI) in collaboration with Food Safety and Standards Authority of India (FSSAI) conducted an Online Food Safety Supervisory Training in Advance Catering (FoSTaC) programme on 22nd June 2022. Conducted virtually, the session saw a participation of 55 hospitality

professionals from various hotel and restaurant establishments. The programme was conducted by Mr. Vivekanand with focus on health and food handling practices for hospitality personnel.

“Prioritizing education in food safety and handling SOPs amongst hospitality professionals is the need of the hour. Maintaining impeccable kitchen etiquettes is

paramount for any respectable establishment. The programme has become even more relevant and important for hospitality professionals today. HRAWI is thankful to the hospitality establishments for proactively enrolling their personnel in the programme and we plan to continue organizing these programmes on an on-going basis,” says Mr. Sherry Bhatia, President, HRAWI.

In May, 69 hospitality professionals from various hotel and restaurant establishments were trained and certified under the programme. Till date, HRAWI has successfully trained and certified 2182 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Program.

## Hotel industry sees growth as daily room rates, occupancies over 2019 level



As tourism has started in full swing in the nation, Indian hotels are on a growth path as Mumbai continue to be the market leader, a new report said. Mumbai hotels recorded an occupancy rate of 80 per cent in May 2022, which was followed by Pune and Bengaluru, consulting firm HVS Anarock said in its 'Hotels & Hospitality Overview' report.

In May, the average daily rate of hotels ranged at Rs 5,750-5,950, which was 6-8 per cent higher than the corresponding month in 2019, the report said. It added that the average occupancy was 63-65 per cent, which is 1-3 percentage points over 2019.

The report stated that revenue per available room ranged between Rs 3,622-3,867, which is 10-12 per cent higher than in May 2019. The revenue metric is used to measure a hotel's performance.

While hotel industry has seen an upsurge in recent months even as the rise in travel costs has yet not impacted the demand, HVS Anarock said that the sector's growth may be hampered due

to ongoing economic and global headwinds. In May, domestic air traffic increased by over 11 per cent against April, almost touching the May 2019 level.

Hotels in Goa and Kolkata witnessed an increase of 8-12 per cent in May 2022 over against the 2019 levels, the report said, adding that Mumbai, New Delhi, Kochi and Bengaluru grew at 4-8 per cent.

Hotel industry can breach 70 per cent occupancy mark by 2024, which would be the highest in the last 20 years as it see's signs of business travel recovery and almost full robust business travel again by the last quarter of this calendar year.

## HRAWI Submits Representation To Maha Govt. Requesting Withdrawal Of Mandatory Air Suvidha Form Filling



With several instances of inbound air travellers missing flights to the country coming to light due to various difficulties faced in filling the online Air Suvidha Form, the HRAWI has requested for the Maharashtra Government to immediately withdraw the requirement. In a representation submitted to the Smt. Valsa Nair Singh (I.A.S.), Principal Secretary, Tourism, Civil Aviation & State Excise, the Association has highlighted problems faced by inbound tourists in filling the online Air Suvidha form and has requested for the mandatory requirement be either withdrawn or physical forms to be provisioned for travellers. Among the issues faced by the fliers, HRAWI has pointed out that on many occasions travellers are unaware of the requirement until they arrive at the check-in. Other than this, travellers have complained about the filling of the form being mobile-unfriendly and they are facing difficulties in navigating as well as in uploading

documents.

“We understand and support the Government’s intention for ensuring the safety of all passengers flying to the country. However, there have been a string of instances where passengers either were on the verge of missing flights or some even missed flights due to the confusion and difficulty faced in filling the online Air Suvidha form. Most importantly, travellers are not aware of this mandatory requirement and get to know about this form only at the check-in counter. The paucity of time, confusion and difficulty in filling the form have been creating chaos at airports and hampering arrivals to the country. At this time, the Indian tourism and hospitality industry cannot afford to lose potential tourists dropping plans of travel to India. So, we request that the Government either immediately withdraws the mandatory Air Suvidha form filling or at least provision physical forms as an alternate,”

said Mr Sherry Bhatia, President, HRAWI.

HRAWI has highlighted issues in filling the form through mobile devices. Passengers have complained about filling the Air Suvidha form through mobile as being a cumbersome exercise and requiring high-speed internet. Passengers have also voiced difficulties in uploading their passports and vaccination certificates on the online portal.

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

## Pre-packaged food under GST, 12% tax on hotels with tariff up to Rs 1,000



Bringing pre-packaged and labelled food items such as wheat flour, puffed rice, curd/lassi/ buttermilk and paneer under the GST net, withdrawing exemption for hotels with rent below Rs 1,000 a day and correction of inverted duty structure for host of items such as edible oils, coal, LED lamps, printing ink, knives and solar water heaters are learnt to have been approved by the Goods and Services Tax (GST) Council on the first day of its 47th meeting.

The discussion on the contentious issue of extension of compensation for states beyond June 2022 and 28 per cent GST

rate on casinos, online gaming, and horse racing, are to be taken up for deliberations. According to sources, the GST Council has also approved compliance measures for high-risk taxpayers including mandatory biometric authentication, inclusion of electricity bill data, real-time validation of all bank accounts against a particular PAN and geotagging. Mandatory generation of e-way bills by states for intra-state transportation of gold and precious stones has also been approved by the Council but the decision on the threshold has been left to the states.

It has also sought to bring pre-packaged food items including puffed rice, wheat flour, curd, lassi, at par with branded food items with a tax rate of 5 per cent. Currently, 5 per cent GST is levied on branded and packaged food items, while unpacked and unlabelled are tax exempt. Further, the panel has suggested withdrawal of input tax credit refund for inverted duty structure for edible oil and coal.

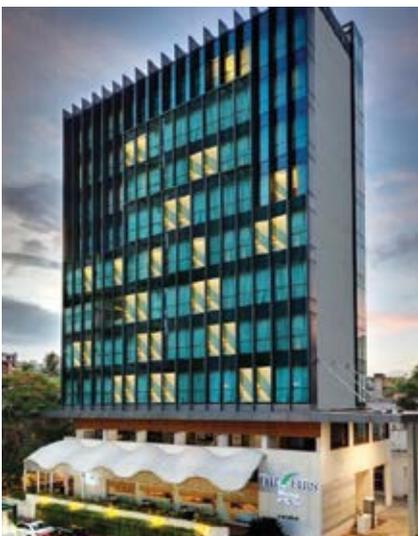
More measures for compliance to

plug revenue leakages are in the offing with a greater scrutiny to be over high-risk taxpayers.

Identifying risky behaviour of the new registrants/applicants using artificial intelligence and place the information on the back office for the field officer to carry out mandatory physical verification of these taxpayers along with real time validation of bank accounts through integration of GST system with NPCI and inclusion of electricity bill metadata (CA No.) as a data field during registration by new taxpayers are some of the measures going to be discussed in the Council meeting.

Rate rationalisation measures under GST are being considered as the compensation regime — under which states were offered compensation for revenue loss below the guaranteed compounded 14 per cent rate — comes to an end in June after five years of the rollout of the indirect tax regime and GST weighted average growth rate being around 11.6 per cent as against 14.4 per cent revenue neutral rate at the time of its 2017 rollout.

## The Fern Residency, Turbhe, opens in Navi Mumbai: 7th hotel in Mumbai region



Concept Hospitality Pvt. Ltd., India's leading environmentally-sensitive hotel chain, has opened its seventh hotel in the Mumbai region with The Fern Residency, Turbhe, Navi Mumbai. With this new opening, the company now manages 20 hotels in Maharashtra and has 87 hotels operational across the country and in Nepal and Seychelles.

The Fern Residency, Turbhe, is conveniently located close to key business centres in Turbhe, the

international airport, Turbhe Railway Station and Palm Beach Road. With 76 well-designed rooms & suites, Connexions, the all-day dining multi cuisine coffee shop, Czar, the chic haven restobar, Cakewalk, the 24 hour lobby pastry shop and Celebrations, the main banquet hall, the hotel is ideally suited for business travellers, leisure guests and local Navi Mumbai residents, for all their accommodation, dining and banqueting requirements.

## 95% Mumbai restaurants and bars not charging service charge, manage staff incentives through sales



Almost 95% of the restaurants and bars, except for some high end lounges and fine dine bars, in the city are not recovering service charge from their customers. However, they are passing on incentives to their staff, over and above the tips offered by customers, through the regular income from the sales which eventually comes from the customers' pockets. Ultimately, we are service industry, they say.

"Most of these guidelines issued by CCPA are already followed by hotels & restaurants. It's extremely disheartening that the hospitality industry is constantly singled out. We have explained over and over again that there is nothing illegal in collecting a service charge. It is a charge collected for the benefit of the staff which includes everyone from the waiters to the personnel working in the kitchen who have served a consumer directly and indirectly. Besides, no hospitality establishment coaxes a consumer to pay it if for any reason they

choose not to," said Mr. Gurbaxish Singh Kohli, Vice President, Federation of Hotel & Restaurant Associations of India (FHRAI).

"But the industry is being painted as the black sheep in the eyes of the consumer for no reason. Ironically, there are several online websites and apps that charge convenience fees including the Government-run IRCTC. These do not even explain what the charge is for nor is the consumer given a choice to opt out of it. We ask the Government to introduce a law that is uniform to all businesses and that the hospitality industry is not discriminated against. We are an industry that creates jobs and at the end of it, any kind of ruling or order against the service charge will be detrimental to employees since they are the ones who will suffer," said Mr. Kohli.

"These are a new set of guidelines that have been issued by CCPA and not a new law. Most of these guidelines have already been followed by hotels and

restaurants. Nobody was forced to pay the service charge nor was any consumer turned back if they disagreed to pay it. The industry was expecting the enactment of a comprehensive law that would put curbs on levying charges over and above the cost of a product or service and which would be applicable across all industries," said Mr. Pradeep Shetty, joint honorary secretary of Federation of Hotel & Restaurant Associations of India (FHRAI).

"However, with these guidelines, it appears that the curbs imposed are applicable only to the hospitality industry. FHRAI may approach the CCPA seeking clarifications and to submit further suggestions. Unfortunately, the beneficial global practice for employees will take a beating. FHRAI will issue a detailed statement after examining and studying the guideline," said Mr. Shetty who is also the Vice President of Hotel & Restaurant Association of Western India (HRAWI).

## HRAWI MEMBER LIST SURGES

The Hotel and Restaurant Association of Western India (HRAWI) continues to expand its membership base across the western reaches of India. In the recent past, the Association has added hotels, restaurants, and other affiliates 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.



<b>HOTELS</b>	
<b>Name of the Establishmet</b>	<b>Address</b>
Jardin Hotels	43/9, Nipania, Madhya Pradesh, Indore - 452010
Hotel South Avenue	9/1, South Tukoganj, Madhya Pradesh, Indore - 452001
Hotel Babylon International Pvt Ltd	VIP Road, Rajiv Gandhi Marg, Chhattisgarh, Raipur - 492006
Neonz Resort And Club	Dabhau - Maltaj Road Village Dabhau, Taluka, Sojitra, Gujarat, Anand - 387210
Hotel Cliffton	Hotel Cliffton, S.V. Road, Opp Railway Station, Jogeshwari (West), Mumbai - 400102
<b>RESTAURANTS</b>	
<b>Name of the Establishmet</b>	<b>Address</b>
Indigo Delicatessen	5, Ground Floor, Pheroze Building, CSM Marg, Apollo Bunder, Colaba
Mexichino	Lucky laxmi Building, near Veer Savarkar Garden, opp. Bhatia, Babhai Naka, Borivali (West), Mumbai - 400092
Foodline Enterprise PVT LTD	Unit No. 2, Ground Floor, Damji Shamji Corporate Square, Laxmi Nagar, Ghatkopar (East), Mumbai - 400076
<b>ASSOCIATES</b>	
<b>Name of the Establishmet</b>	<b>Address</b>
FBV Search Concepts Pvt Ltd	202, Gulistan Condominium SV Road, Khar West mumbai -400052
IDS Next	No. 209, Building No 2(A-3), Millennium Business Park, Sector No. 1, Mahape, Navi Mumbai - 400709
<b>HOSPITALITY &amp; FOOD SERVICES</b>	
<b>Name of the Establishmet</b>	<b>Address</b>
Sub West Restaurants LLP	Shop No. 5, SagrikaApartment, Juhu Tara Road, Juhu, Mumbai - -400020

## Mumbai's first Fairfield by Marriott to open on July 15, 2022

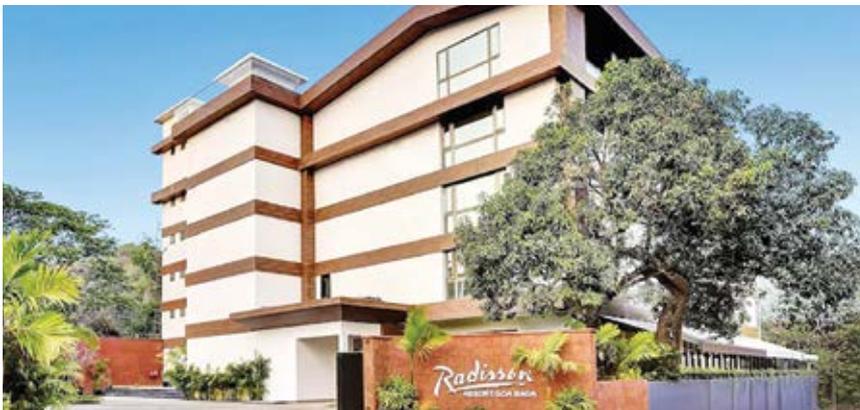


Mumbai's first Fairfield by Marriott Mumbai International Airport, an upmarket business hotel has started welcoming the guests from July 15, 2022. Strategically located near the Mumbai International Airport, the hotel is close to key business and commercial offices on the Andheri Kurla Road and SEEPZ. Flanked equidistantly between Bombay Exhibition Centre and the Jio Convention centre, it offers direct access to Western Express Highway and Powai.

The hotel offers 205 rooms which

offers affordable luxury to the discerning business traveller. The rooms have amenities such as deluxe pillow-top mattresses, 55-inch Smart LED TV, Wi-Fi, tea/coffee makers, Electronic Safe, Wardrobe, and a mini-fridge. The modern well-appointed bathrooms are equipped with premium bathing products that add up to the exuberating stay. Guests can look forward to enjoying other amenities such as a rooftop infinity pool overlooking the runway, a state-of-the-art gym which is operational 24/7.

## Radisson Resort Goa Baga opens doors in the vibrant beach city of Goa



Radisson Hotel Group, one of the world's largest hotel groups has announced the opening of Radisson Resort Goa Baga strengthening its presence in India's vibrant beach city of Goa. Located in the heart of North Goa, travelers and locals can find their balance in this newly opened resort that flows with relaxing natural spaces, thoughtful architecture, and details. Strategically situated just 800 meters from the famous Baga Beach and 39 kilometers from Dabolim Airport, Radisson

Resort Goa Baga is a favorable destination for leisure and business travelers.

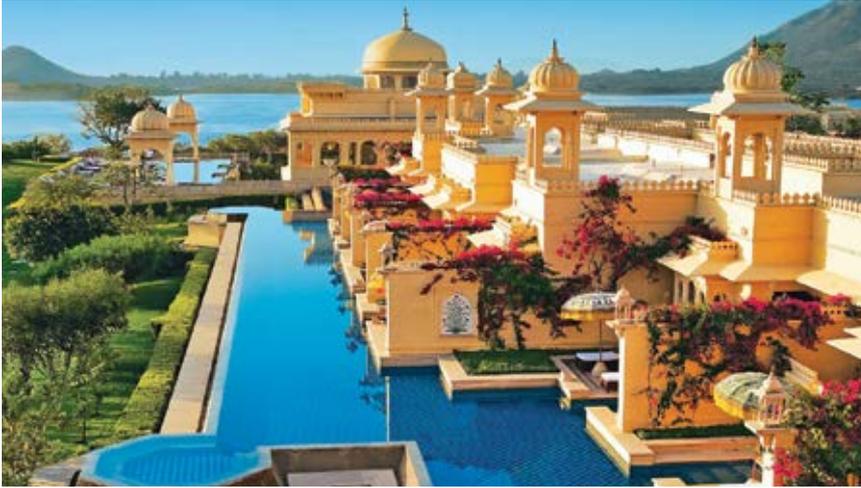
Guests have a multitude of attractions within proximity, including the upbeat Saturday Night Market, top nightclubs, and a selection of popular beaches like Baga and Calangute. The property also offers easy access to places of worship, world heritage, and historic sites like Chapora Fort and Fort Aguada. The resort's activity desk is equipped to help guests organize outdoor

adventure activities, water sports, old city tours, and more.

Boasting contemporary and modern-day architecture, Radisson Resort Goa Baga features multiple categories of aesthetically and spaciouly designed rooms, including superior rooms, premium rooms with pool and balcony views, junior suites with pool and balcony views, and suites with terrace according to brand sources. The hotel also offers 24/7 in-room dining, free Wi-Fi and is well-equipped with facilities like a restaurant, bar, swimming pool, fitness center, and spa.

With over 185 sqm of indoor event space, the hotel can host up to 120 to 150 guests across two halls with the second hall being tailor-made for intimate events, hosting up to 50 guests. Both halls offer charm, elegance, and the flexibility to make any function a memorable one. The hotel also includes two on-site restaurants that offer a variety

## Oberoi Hotels and Resorts voted the World's Best Hotel Brand at the Travel + Leisure, USA World's Best Awards, 2022



Oberoi Hotels and Resorts has been voted the World's Best Hotel Brand at the Travel + Leisure, USA World's Best Awards, 2022. The Oberoi, New Delhi has

also been voted the World's Best City Hotel in Asia. The Oberoi, Marrakech: The Best Resort in North Africa and the Middle East and The Oberoi Udaivilas,

Udaipur: The Best Resort in India. Travel + Leisure USA's World's Best Awards are amongst the most prestigious in the travel industry as it is the readers who define excellence in hospitality and travel. Oberoi Hotels & Resorts has received this recognition from among 9.5 million readers of Travel + Leisure magazine in a Readers' Poll conducted by them.

According to Vikram Oberoi, CEO and MD, The Oberoi Group, "The awards are an affirmation of Oberoi Hotels & Resorts unwavering commitment towards offering guests exceptional facilities and unparalleled levels of service".

## Lexicon Institute of Hotel Management ranked 2nd in India as the Institution with Potential for Excellence



The Lexicon Institute of Hotel Management is part of the prestigious Lexicon Group of Pune. The Institute has been ranked 2nd in India as the Institution with Potential for Excellence in the Rankings announced by The Indian Centre for Academic Rankings and

Excellence (ICARE).

ICARE is one of India's most trusted authorities for Academic Ranking. They use different parameters for evaluating the scores for the universities and colleges. The educational institutes are ranked on the basis of their scores in different

categories which can help the students to choose institutes fit for them. Lexicon IHM is recognised as an Institution with Potential for Excellence by ICARE in their Hotel management Institute Rankings 2022

The Lexicon IHM is an Institute 'By the Hoteliers, For the Hoteliers' which aims to create industry ready professionals. The institute is working towards providing an industry related experience to the students by tying up with different hospitality giants like Marriott International and Sarovar Hotels to give students a versatile industry experience. The Institute is also offering different certification courses as part of the curriculum with the three-year program.

## Hospitality sector on the grip of severe staff shortage



With the business booming and operations and working hours having normalised post the third wave of Covid-19, the hospitality industry in India is facing a significant shortage of around 350,000 workers as per industry reports. Almost all hotels and restaurant brands, both domestic and global, are experiencing a staff shortage fuelled by redundancies created during the pandemic. Industry reports point out that the demand

aggregation of the industry for skilled staff is increasing post the pandemic with new hotels, outlets, restaurant chains, and cloud kitchens opening and expanding in an aggressive manner.

The hospitality industry at present has an estimated requirement of over 350,000 manpower at various levels, with this number likely to appreciate as the industry is on a recovery track. Many workers who were laid off during the pandemic

have moved to other sectors, such as retail and banking, and are now reluctant to return as there is a feeling that hospitality roles are insecure, not as rewarding, and far too demanding.

Since stress levels are presumed as comparatively low in other industries, people are choosing them over hotels, with many having moved to hospitals, call centres, retail and real estate.

There is also seeing the phenomenon of large-scale attrition, with organisations dealing with the workforce crunch by aggressively hiring from competition.

Industry body National Restaurant Association of India (NRAI) has partnered with staffing and employment platform Kaam.com this year to launch a nationwide recruitment, skill development, and financial inclusion platform for all workers within the hospitality industry.

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haven restobar, Cakewalk, the 24 hour lobby pastry shop and Celebrations, the main banquet hall, the hotel is ideally suited for business travelers, leisure guests and local Navi Mumbai residents, for all their accommodation, dining and banqueting requirements. The four categories of rooms are well equipped with all modern amenities and offer in-room facilities of high-speed Wi-Fi internet access, LED televisions, complimentary bottled drinking water, tea/coffee makers, digital safes and eco-friendly room lighting and bathroom amenities.

## Delhi HC stays guidelines against service charge



The Delhi High Court has stayed the 'Guidelines' issued by the Union Ministry of Consumer Affairs, which stipulated that restaurants can't levy service charge on bills. A single bench of Delhi High Court has passed the interim order on a petition filed by the National Restaurant Association of India (NRAI) and Federation of Hotels and Restaurant Associations of India challenging the Central Consumer Protection Authority

(CCPA) guidelines. The court in its order has said that the 'restaurants' must highlight prominently the service charge for consumers' awareness while adding that the matter needs 'consideration'.

Gurbaxish Singh Kohli, vice president, Federation of Hotel & Restaurant Associations of India (FHRAI), has said that the order granting a stay on the CCPA's recent guidelines has come as a major relief to the

hospitality industry. FHRAI had filed its writ petition in the Delhi HC contesting CCPA's guidelines claiming it was curtailing hospitality establishments' right to conduct business in the manner suitable to them. "As per order, all directions under the guidelines in para 7 have been stayed subject to no service charge to be levied on takeaways, and all restaurants shall prominently display in the restaurant that service charge shall be levied. FHRAI stated that it is entirely the prerogative of a hotel or a restaurant to decide on the structure of the menu and its pricing, to best suit the business model," Kohli commented. He added, "Also, hotels are bound by wages contracts with employees, which specify benefits of service charge. The new guidelines were against the very grain of practising business in a fair environment and erroneously proceed on the basis that service charge was akin to a tip /gratuity and therefore optional."

## Café Treat at Pride plaza hotel Ahmedabad introduces midnight buffet



Café Treat, the multi-cuisine restaurant at Pride Plaza

Hotel Ahmedabad has introduced midnight buffet, a feast that

lasts every day from 11.30 pm to 2 am starting from July 21st 2022. The restaurant is offering elaborate selection of dishes to satiate the cravings. The unlimited buffet exclusively curated by the Executive Chef which is affordably priced.

The menu comprises of Ice Gola, Pani Poori, Delhi Chaat, Italian Pizza, Pasta, Oriental Noodles and Manchurian, Pav Bhaji, Bombay Sandwich, Hyderabad Biryani and Ice cream. The beverages served include Shakes, Mocktails, Chillers and Masala Tea.

## HRAWI conducts FoSTaC programme in July to August



The Hotel and Restaurant Association of Western India (HRAWI), in collaboration with

the Food Safety and Standards Authority of India (FSSAI), conducted an online Food Safety Supervisory Training in Advance Catering (FoSTaC), programme on August 23, 2022.

Post the lifting of Covid-induced restrictions earlier this year; HRAWI has been organising the programme on a monthly basis. The latest session saw the participation of 29 hospitality professionals from across the Western region. The programme was conducted by Vivekanand and Ms. Divya with focus on health and food handling practices for hospitality personnel.

Sherry Bhatia, president, HRAWI,

said, “Over the last six years, HRAWI has been organising FSSAI’s FoSTaC programmes. The objective of the programme is for the industry to be thorough and fully equipped to meet international standards in hospitality. The training programme equips hospitality establishments to implement the processes as required by the FSSAI across all its functions and trains professionals on all the basic principle rules of hygiene. We are glad that we have been able to resume the programmes regularly and urge hospitality establishments to enrol their staff for the upcoming programme.”

## FSSAI invites comments on revised Manual of Methods of Analysis of Foods



The FSSAI has issued a notice inviting comments from stakeholders on the revised ‘Manual of Methods of Analysis of Foods’ approved by the Scientific Panel on Methods of Sampling and Analysis for Cereals and Cereal Products.

The method approved for cereal is a gravimetric method and applicable to wheat, maize, jowar, unprocessed whole raw pulses, oats, finger millet, whole and

decorticated pearl millet grains (Bajra), chia seeds, whole or shelled (de-husked) or split pulses, Lentil (Masur), black gram (Urd), green gram (Moong), bengal gram (Chana or Chickpea) or Kabuli chana or Chole or (green chickpea) hara chana, peas dry (Matra), soybean, rajmah, lobia or black-eyed beans or black eyed white Lobia, and moth.

Also, methods applicable for tea, kangra tea, green tea, instant tea, coffee, soluble coffee powder, decaffeinated roasted and ground coffee, decaffeinated soluble coffee powder, chicory and coffee – chicory mixture form and decaffeinated coffee – chicory mixture were also revised and issued for inviting comments from the stakeholders.

Besides, the other revised

methods approved by the Scientific Panel include quantification of Cyanocobalamin (Vitamin B12) at 0.5 PPB LOQ Level (with respect to the Sample) by using LC-MS/MS method, quantification of Folic Acid (Vitamin B9) at 10 PPB LOQ Level (with respect to the Sample) by using LC-MS/MS in Fortified Rice, quantification of Iron at 10 PPM LOQ Level (with respect to the Sample) by using ICP-MS, determination of Vitamin A in Edible Oil and Fats wherein the limit of quantification is 0.1 mg/kg, determination of gamma oryzanol content in rice bran oil as well as other vegetable oils, and determination of Vitamin D2 and D3 in Edible oils and Fats with limit of quantification is 10 µg/kg were also issued by the food authority.

## Goa Tourism Pursues Regenerative Measures



In the first meeting of Goa Tourism Board, the board has granted approval to organize various events such as Sunburn Festival. Government is putting in place the ease of doing business system with a single window clearance for the investments. In the meeting it was discussed how to cater to the tourists once Mopa Airport is in operations and to take infrastructure like and accommodation. The Board also deliberated in bringing legislation

for tourism trade by simplifying procedures for regulations of business. It has also discussed that every event that would be organized in Goa should have Goa Tourism Branding.

The transport department will start a special drive against taxi operators ferrying passengers without mandatory digital meters. There will be a fine of Rs.500 or along with show cause notice for cancellations of permit for 3 years. The department is in the process of developing a mobile App which can help commuters to share their experience or lodge complaint against taxi drivers for not ferrying using meters.

The tourism ministry is mulling to have "Tourist Security Force" to put things in order as there are littering's.

TTAG has supported the Transport Minister's recommendation for App-based taxis services in the state. TTAG is in favor of OLA and Uber.

The legislators have demanded with Government to take action against illegal homestays, hotels operators without registering them with the tourism department.

The impact of covid pandemic on the tourism economy foreign tourist arrivals in Goa crashed by 97.6% during the two years of the pandemic.

There is order from District Magistrate that the liquor will not be served after 10 pm till the panchayat elections, which will affect our business.

## Bird Academy Joins hands with MOT And IITTM For Imparting Soft Skills Training To IITTM Students



Bird Academy, the educational arm of Bird Group, signed a Memorandum of Understanding (MoU) with the Ministry of Tourism (MOT), Government of India and Indian Institute of Tourism and Travel Management (IITTM) for imparting a soft skills training program to 3000

IITTM students as part of the Incredible India Tourist Facilitator Certification (IITFC) program, within a period of one year.

The training program has been crafted by a team of experts at Bird Academy and will focus on customer service, grooming, etiquette and communication to train young students as tour guides under the umbrella of the Incredible India campaign, which aspires to offer unparalleled service to tourists. Each training module would be delivered over an eight-hour power packed, interactive, live and online training over two days. Training will be imparted to students from across India and each batch

will comprise of minimum 50 students.

The Letter of Intent for the program was signed earlier in March this year at an event held at IITTM, Gwalior, which was attended (virtually) by Jyotiraditya M. Scindia, Union Minister of Civil Aviation, Govt. of India and was graced by G. Kishan Reddy, Union Minister for Tourism, Culture and Development of the North Eastern Region of India; Ajay Bhatt, Minister of State, Tourism and Defence; Rupinder Brar, ADG, Ministry of Tourism; Vivek Narayan, Member of Parliament and Prof Dr. Alok Sharma, Director, IITTM.

### Walko's NIC Honestly Natural Ice Cream to offer bouquet of over 50 flavours



Walko Food Company's NIC Honestly Natural Ice Cream, after having established itself as one of the most popular brands in India, has now become the only natural ice cream brand to offer more than 55 flavours to its ever-growing customer base. These include seasonal flavours, as well as popular and international flavours that are available all year round. The company also has a range of sugar-free flavours and plans to expand the same. These flavours include a wide variety of ice cream flavours like Choco Almond, Cookies Cream, Madagascar Chocolate, Sugarless Anjeer, Roasted Almond, inspired by Indian sweetmeats such as Gulab Jamun, Sheer Khurma, Gajar Halwa, Modak, Thandai and other international flavours such as Belgian Chocolate, Sea Salt Caramel, Dryfruit Over Load, Strawberry Cheesecake, and Mixed Berries.

### Tata Consumer Goods enters India's plant-based meat sector



Tata Consumer Goods has launched its own brand of plant-based meats. Tata Consumer Products (TCPL, a US\$9 billion giant and one of India's leading FMCG players) has begun selling their new 'Tata Simply Better' line of plant-based meats across India through their store on Amazon Prime and Flipkart. This nationwide launch of plant-based meats, from a TATA group company is a significant milestone in India's smart protein story.

Smart protein - also referred to as alternative protein globally - focuses on pioneering foods that are viable alternatives to animal-derived meat, eggs, dairy, and seafood. And plant-based meats are at the forefront of smart protein. Today's plant-based meats go far beyond the previous generation of soya nuggets to provide meat eaters with a simple switch, not a sacrifice.

### Lil'Goodness launches India's first Prebiotic Cocoa Powder



Lil'Goodness, the health-focused food and snacking brand, has introduced zero added sugar Prebiotic Cocoa Powder for the first time in India. Made of natural prebiotic fibres and 100 per cent antioxidants-rich real cocoa, the gut and heart health-friendly Prebiotic Cocoa Powder will make popular homemade recipes of dark chocolates, chocolate desserts, smoothies, chocolate mousse pudding healthfully delectable for families especially for the kids, according to company sources.

Targeted at millennial families with kids, the product contains prebiotics from natural sources, antioxidants from cocoa for heart health and immunity, it is reported. It contains fat reduced cocoa powder (99.98%) derived from ethically grown cocoa sourced from Ghana and naturally derived Fructo-oligosaccharides (3%). While prebiotics improve gut health, aid in digestion and improve absorption of minerals and vitamins, cocoa which is rich in antioxidants called flavonoids, promotes heart health and fights inflammation. Existing cocoa powders do not contain any of the gut health benefits.

### Bikano expands summer cooler range with strawberry, choco & banana drinks



Leading snacks company Bikano has launched a big launch in its summer cooler range by introducing Strawberry, Choco and Banana drinks in their wide selection of Flavoured Milk domain. According to the brand sources, they already have Badami Brahmi, Rose, Jeera Shikanji, Khus, Orange and Thandai Kesaria flavours available under the Sharbat domain and now they are venturing into milk range with these variants.

### **FreshToHome launches India's first clean label ready-to-fry meaty snacks**



The world's largest fully integrated online brand in fresh fish and meat e-commerce, FreshToHome has launched India's first clean label ready-to-fry (RTF), meat snacks on its platform. According to the brand, with no preservatives, and no artificial additives, its lip-smacking assortment of crunchy snacks offers a quick and guilt-free fix for satiating people's munching needs through the day, and ready in under 5 minutes, this signature snacks range consists of 8 chicken-based snacks made with prime cut meats and real, familiar ingredients, and 2 vegetarian options.

### **Britannia launches Good Day Harmony with Hazelnuts, Cashews, Pista & Almonds in its cookies**



Britannia Good Day, India's largest cookie brand launched the all-new Good Day Harmony. It has used four nuts, Hazelnut, Cashew, Pista and Almond, in every cookie. The company also launched the Good Day Harmony with a campaign conceptualised by McCann. The brand new Good Day Harmony is packed with 4 different nuts in every cookie.

### **GoodDot introduces The 10 minutes "UnMuttonDhaba Curry Kit"**



GoodDot, India's leading plant-based meat manufacturer has introduced the new UnMuttonDhaba Curry Kit, a 100 % plant based replacement of Mutton Curry.

The brand claims that owing to its multiple health benefits, the UnMuttonDhaba Curry is the perfect alternative to the actual mutton curry. It is claimed that with a perfectly balanced flavour of fragrant whole spices, this luscious plant-based delicacy can be paired with anything and the UnMuttonDhaba Curry, packed with high protein & dietary fibres and zero cholesterol, lets you enjoy the goodness of the classic dhaba style mutton curry in a cruelty-free and healthy manner. All the ingredients to prepare the delicious curry are provided in the kit and only cooking oil is needed externally.

The company was born with the vision to provide the world with affordable plant-based meat alternatives using a production process that respects animals and the environment, and which is healthier.

### **Parle Agro launches new variant to disruptive flavoured milk portfolio - Smooth Hazelnut Chocolate**



After setting new waves in motion in India's dairy beverage segment with the launch of Smooth, beverage giant Parle Agro has launched a delicious new variant to their disruptive flavoured milk portfolio - Smooth Hazelnut Chocolate. The new offering is the fourth addition to their widely loved dairy beverage range. According to brand sources, crafted by combining the irresistible taste of top-quality hazelnuts and chocolate and blended with the goodness of milk, the new Smooth Hazelnut Chocolate is a wholesome, energy-boosting, nourishing drink.

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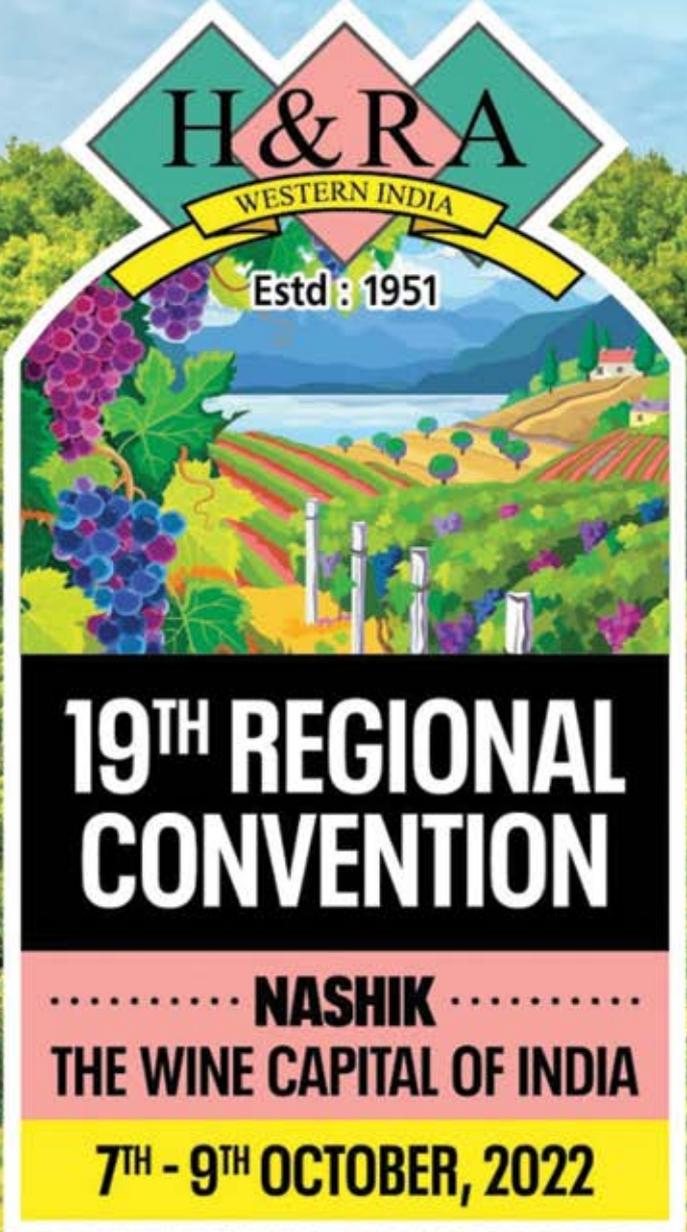
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