

# MYSTIC EAST

...an unexplored horizon

A bi-monthly magazine by HRAEI | Vol 5 | Issue 4 | November - December 2019

## THE PRIDE OF INDIA

Mr S.P.Jain,  
Founder and  
Managing  
Director of  
the Pride Hotels  
Group, reveals his  
success mantra in an  
exclusive interview



Expand Your Foot Print

# ADVERTISE IN MYSTIC EAST

HRAEI's bimonthly journal

Colour AD Size	Rate Per Issue	Rate for 1 Year
Back Cover	25000	120000
Inside Front Cover	20000	96000
Inside Back Cover	20000	96000
Inside Full Page	15000	72000
Inside Half Page	7500	36000

Reach out to an ever-expanding network of decision makers, owners and managers of hotels and restaurants in 12 states and a union territory. As our circulation crosses 2000 let your network grow across the East and beyond.

The size specification of the advertisement is 7.06-inch (width)x 9.86 inch(height).

The ad material conforming to the size specified above is needed to be sent on CD or email with dpi (resolution) of at least 300.

### To advertise call

Atikram Gupta: +91 8585015172

Anshuman Patodia: +91 8585015174

Hotel & Restaurant Association of Eastern India

18A/1, Everest House, 18th Floor, 46C Chowringhree Road, Kolkata 700071

M: +91 85850-15172 | T: +91 (33) 2288-1742/43, 40035993

E: [info@hraei.co.in](mailto:info@hraei.co.in) | W: [www.hraei.co.in](http://www.hraei.co.in)



# F

2019 hasn't been a good year for hospitality in the East. There are visible signs of an economic downturn. The summer months of April, May and June, which traditionally witness brisk business in tourism and hospitality turned lukewarm this year with a slowdown in business activities. Both big and small hospitality groups suffered significant decline in revenue from operations to as much as 20 per cent in the June quarter compared to that in the same quarter in 2018.

Members attribute the revenue loss to a general slowdown in business activity and declining air travel. The first quarter had seen the softening of demand in the MICE (meetings, incentives, conferences and exhibitions) business primarily because of the elections in April-May with no major shift in trend in July. There has been a slowdown in business and leisure travel in the last few months. The June quarter presented challenging market

“

We hope for better economic condition in the coming months and in the new year

”

conditions in the form of a significant increase in domestic and outbound airfares for pre-booked customers post the closure of Jet Airways and the negative revenue impact.

There is no sign of revival in the winter months. The MICE bookings are 30 per cent less; the organisers of events are going for drastic cost cuts. Budgets of marriage expenses are undergoing big cuts. Moreover, the rising price of essential commodities—such as onions and potatoes—are putting a pressure on the revenues of restaurants.

We hope for better economic condition in the coming months and in the new year. The room inventory should grow up; there should be employment growth. People should have more disposable income at their hand so that they can go for more leisure travel. The Eastern region has a lot of scope to grow as there are unexplored horizon and untapped potential here.

**Pranav Singh**  
President, HRAEI



Some restaurants have their own delivery team to fight the competition



The ongoing tussle between internet food aggregators and restaurant owners has turned bad to worse in the last few months. Initially food delivery apps were seen as a boon for small restaurants as they handle a large part of the takeaway orders of these small operators.

Since the small operators benefit immensely from these delivery apps they often play to the tunes of these companies. Some of the restaurants have tried to negotiate the terms with the tech companies, while others have organised their own delivery team to fight the competition.

However, the renowned standalone restaurants have hardly been affected by the competition because they keep attracting customers as they provide the superior ambience and impeccable service. These restaurants have spruced up their interiors and have trained their staff to offer the customers fine dining experience that can never be matched by food tech companies.

That's the key to survive and co-exist with food tech aggregators.

## MYSTIC EAST

A BI-MONTHLY MAGAZINE BY HRAEI  
Vol 5 | Issue 4 | November - December 2019

### EDITORIAL BOARD

**SUDESH PODDAR**  
HONORARY SECRETARY, HRAEI

**PRANAV SINGH**  
PRESIDENT, HRAEI

**GOPAL DAS AGARWAL**  
VICE PRESIDENT

**S. H. RAHMAN**  
MANAGING COMMITTEE MEMBER

**EDITOR**  
ATIKRAM GUPTA

**EDITORIAL & DESIGN**  
P&S COMPANY

'Mystic East' magazine is printed and published by Atikram Gupta on behalf of Hotel and Restaurant Association of Eastern India.

Printed at CDC Printers Private Limited, No.45, Radha Nath Chowdhury Road, Tangra Industrial Estate-II, Kolkata, West Bengal 700 015

Hotel and Restaurant Association of Eastern India, 18A/1, Everest, 18th Floor, 46C, Chowringhee Road, Kolkata- 700 071; Telephone- +91 33 2288-1742/43, 40035993. E-mail: info@hraei.co.in Website: www.hraei.co.in

### THIS ISSUE OF MYSTIC EAST CONTAINS 56 PAGES INCLUDING COVER AND BACK COVER

All information in Mystic East magazine is derived from sources we consider reliable and a sincere effort is made to report accurate information. The publisher regrets that he cannot accept liability for error and omissions contained in this publication that might have crept in inadvertently. Similarly, opinions/views expressed by third parties are not necessarily shared by the magazine. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances..

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



The reduction in GST rates is certainly a positive step and has been working in favour of the hospitality industry, with most markets witnessing better performance in terms of revenue per available rooms (RevPAR) and average daily rates (ADR). It has given a momentum to RevPAR performance during the third quarter (July- September) of 2019. We have tried our best to pass the benefit to our customers to gain loyalty from the guests.

However, the slowdown of the economy somewhat neutralised the gain as there has been a downslide in business and leisure travel. A dip in MICE expenditure is also visible even though we are the peak winter months. Organisers of events—including weddings—are going for drastic cost cuts. The price rise of essential commodities, such as onion, is also eating up into the profit margin of low-end restaurants.

The upscale hotels have benefited from the lowering of GST rates. But the industry is looking forward to a uniform 12 per cent GST on room rates and banquets. This will make destinations in India—especially the eastern region—more attractive to foreign travelers bound for South East Asia. Most countries in those regions have GST rates 5-8 per cent which help them draw more leisure as well as business tourists compared to India.

**Mr Sudesh Poddar**

Honorary Secretary, HRAEI

BIG INTERVIEW

November - December 2019

28 | S.P. JAIN OF THE PRIDE HOTELS

In an exclusive interview Mr Jain shares his success mantra of building the brand Pride



7 LOOK EAST  
Govt aiding businesses to flourish in says DoNER minister Jitendera Singh

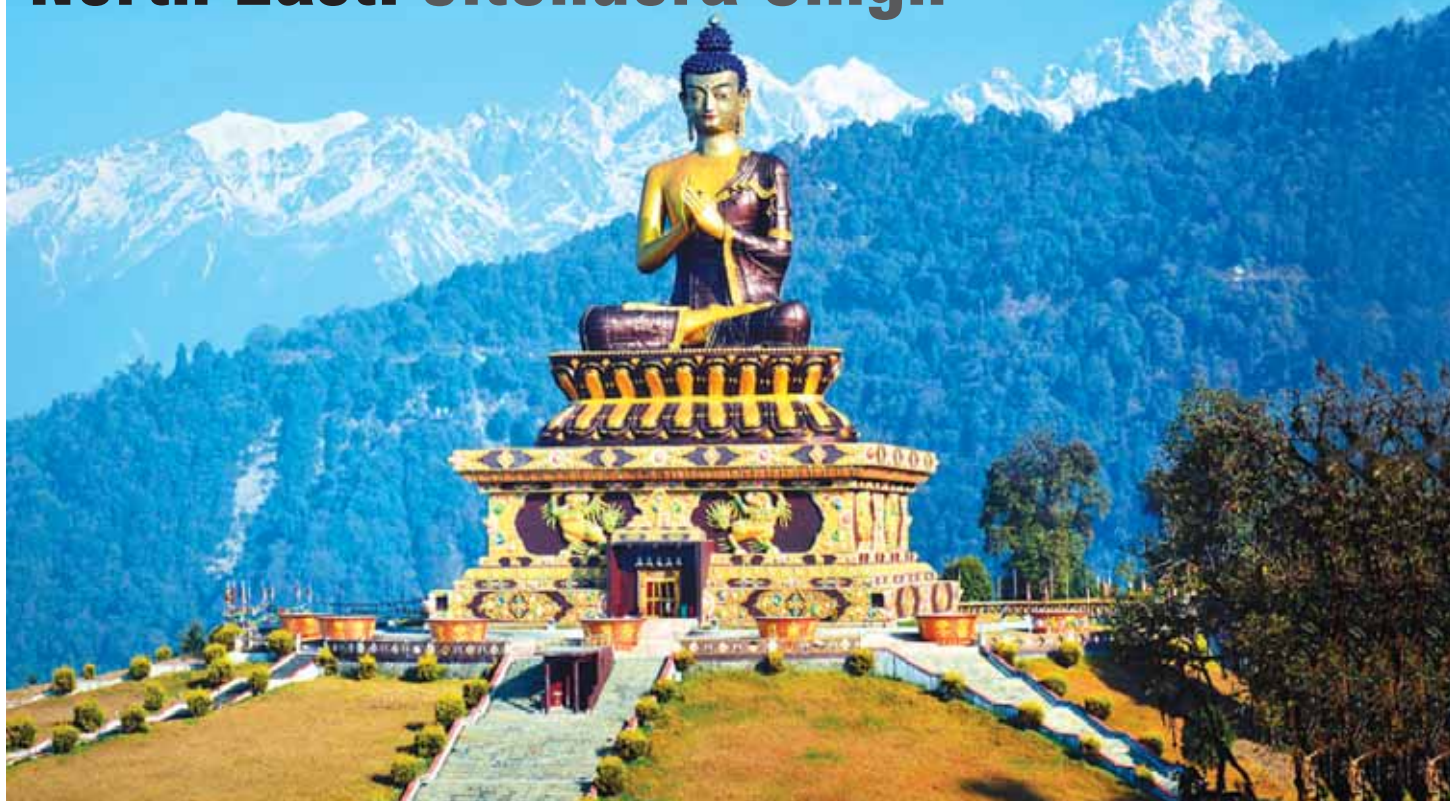
12 BIG DEBUT  
Lemon Tree Premier makes its debut in Kolkata

14 BAN ON PLASTICS  
Some hotels are cutting down the use of plastic water bottles

26 STILL GOING STRONG  
A degree from a global institute will give you that edge in booming hospitality sector

50 THE LAND OF BUDDHA  
The rich culture and heritage makes Bihar an important tourist destination

# Govt aiding businesses to flourish in North East: Jitendera Singh



► Buddha Park at Ravangla, Sikkim

**H**E said that while India as a whole has emerged as a business destination, North East has emerged as a new engine of growth and development. Dr Singh said that North East will play a major role in realising the ambitious target of 5 Trillion-dollar economy in the next 5 years.

The Minister said that the government has taken a number of out-of-the-box decisions to attract investments into the region over the last five years. He said that these initiatives are in line with the government's vision to establish closer collaboration with the ASEAN and build better linkages between India and ASEAN through North East.

Talking especially about connectivity, the Minister said that connectivity to North East with other parts of India as well as neighbouring countries is constantly improving due to government measures. Guwahati has an international airport which is as good as Delhi or Mumbai airport, a new airport has opened in Sikkim, work is progressing to upgrade Shillong airport into a full-fledged airport, new airports are soon set up in Arunachal Pradesh and Nagaland, Bangladesh will soon be connected by Rail from Tripura border, and 11 inland waterways were made operational in Brahmaputra in the last couple of years, the Minister said rolling out the list of improvements in the connectivity front.

“Guwahati has a good airport and more carriers need to connect ASEAN capitals. Air connectivity is quite important for tourism”, he added.

Participating in a panel discussion on Tourism at the Summit, Deep Kalra, Chairman & Group CEO, MakeMyTrip also stressed on the direct air connectivity factor to boost tourism. He cited the example of the tourism numbers between India and ASEAN countries. He specially mentioned how IndiGo's direct connection from Delhi, Mumbai and Bangalore to Phuket has made the difference. 30% of the travellers prefer to go to places with direct connectivity, Kalra said citing MMT's own study.

*Source: HBI*

# Hotel rooms to get costlier even after lower GST



**E**VEN when the central government has brought down the GST rate on hotels, the prices of hotel rooms will see upward mobility owing to various factors including increasing demand.

The trend will be prominently visible in major markets which will witness a 3.5-4.5% jump in average room rates per annum.

Even when the central government has brought down the GST rate on hotels, the prices of hotel rooms will see upward mobility owing to various factors including increasing demand. The industry is likely "to register an overall healthy growth in revenue led by lower GST rates and consistently growing middle class along with increasing disposable income," a CARE Ratings report said on Thursday. The

trend will be prominently visible in major markets which will witness a 3.5-4.5% jump in average room rates per annum, the report added. In fact, the room rates in FY19 were also on the rise thanks to higher leisure spending and limited supply additions during the year. The ARR achieved by major markets in FY19 brought it on par with the FY09 prices.

However, there are other factors as well that will drive the Indian hospitality sector's growth. India is gaining ground as a prominent medical tourism destination and has been a lucrative source of earning. Coupled with this and a general trend of rising Meetings, Incentives, Conferences and Exhibitions (MICE) segment and "an increasing fondness among millennials to travel", it is

expected to bring more customers to the sector of both local and foreign origin.

To cater to a rising inflow of tourists, the room inventory also needs to expand. But, the expected future inventory is lower at around 50,170 rooms for the next 5 years, in 11 major Indian markets. "Therefore, with increasing domestic demand and lower room additions, we expect the major markets to sustain the average room rates (ARRs) going forward and grow at an average of 3.5-4.5% per annum," the report said. Combined with increasing tourist inflows and subsequent higher occupancy rates, the hotel industry is set to witness an increase in room revenue at the rate of about 10-12% CAGR over the next 3 years.

*Source: Financial Express*



# Medical tourism brings more cash to exchequer

**M**EDICAL tourism in India has turned out to be a lucrative source of earnings for the Indian economy with the total number of inward medical tourists doubled in a span of just three years to 2017. Around 22 per cent arrivals from West Asia was for medical purposes, followed by 15.7 per cent from Africa, according to the Indian Tourism Statistics, 2018 report. The sector has performed well in the last decade by getting adequate promotion from the government's side as well. The Indian government had stated in its National Health Policy, back in 2002, that medical tourism is considered to be a deemed export and it has been given fiscal incentives, including lower import duties, prime land at subsidised rates and tax concessions.

To make it easier for the medical tourists to visit India, the government has also allowed an e-Medical Visa for the foreign nationals, with which they may undertake medical treatment including treatment under Indian systems of medicine, according to the Ministry of Home Affairs. The medical tourism markets of Singapore, Dubai, India, Thailand, and Malaysia should be considered as the first wave of Asian medical tourism, suggests a report by the Directorate for Employment, Labour and Social Affairs, OECD.

However, there have been various accusations that in some countries private-sector medical tourists may be accumulating medical resources



and taking healthcare services and personnel away from the local population.

"Almost 80 per cent of the hospital beds in India are in the private sector. Even unwillingly, patients have to depend on the private hospitals for their treatments as the waiting time in government hospitals such as AIIMS is too long. On the other side when the private hospitals are looking for more

and more medical tourists for higher profits, it becomes difficult for the Indian patients," Dr Harjit Singh Bhatti, Former President, RDA, AIIMS, told Financial Express Online.

The government must enhance public sector to take care of poor Indian patient who gets neglected due to costly private healthcare, Dr Harjit Singh added.

*Source: The Financial Express*

# Govt increases focus on cruise tourism to tap into the growing market



## ► Costa Cruise homeporting in Indian

**T**o tap into the growing cruise tourism market in India, the Shipping Ministry of the country is trying to increase the popularity of cruising by simplifying norms and giving a lot of facilities to the cruisers. "Our target is to achieve 1,000 ship callings in the next five years and 2,000 in the next 10 years. We are expecting to host one million cruise passengers per annum in the next five years, and three million in the next 10 years. We are also creating awareness about cruise tourism to achieve the latent potential of the Indian market. Facilities such as e-visa and on-arrival visa, guaranteed berths to cruise ships, and biometrics exempted e-visa (for 3 years) are offered now to the passengers," said Sanjay Bhatia, chairman, MbPT and Indian Ports Association while speaking at a press conference conducted on Costa Victoria.

Costa Victoria has commenced cruises from 8th November 2019 which will continue till 29th February 2020. This is the 4th season of Costa Cruises homeporting in Indian waters. Costa Cruises is the only

international cruise liner in India to offer regular cruise itineraries of 3 to 7 nights from Mumbai to Kochi, Kochi to Maldives, Mumbai to Maldives and Maldives to Mumbai, confirming its strong interest in proactively developing the Indian cruise market. The Shipping Ministry of India has also added two main ports such as Vishakhapatnam and Kolkata along with Mumbai, Goa, Kochi, Mangalore and Chennai port. It has also identified Tarkarli, Murud Janjira, Ganpatipule in Maharashtra, Thiruvananthapuram, Vizhinjam, Calicut in Kerala, Daman, Diu, Porbandar, Dwarka in Gujarat, Lakshwadeep island and Kadmat island ports to increase the size of the cruise tourism industry in India.

Cruise tourism is currently one of the fastest developing segments in India. According to Mansukh L Mandviya, Union Minister of State (Independent Charge) for Shipping, "One of our biggest achievements has been the increase in the number of cruise ships coming to India from 128 to 593 within four years, and every year, the number

is increasing by twenty-thirty percent." He also informed that the increase in numbers is due to the measures taken by the Government, as the Cruising Industry contributes a significant amount to our economy. "It is indeed an active factor in the economic growth of any country and we also see it as a major source of employment because of its labour-intensive nature and the significant multiplier effect on employment in related sectors," he added.

While, the Costa Cruise India office has always seen high interest in the 3 to 4 Nights sailings in the previous three seasons, this year, there is a significant increase in bookings on the 7 Nights Mumbai to Maldives and Maldives to Mumbai sailings. This significant increase in stay is indicating that the Indian traveler is now willing to explore cruises of a longer duration. The booked clients are a combination of individual travelers, corporate groups, large families and weddings, showcasing the diversity of the Indian market.

*Source: HBI*

# IHCL AND LES ROCHES CHOOSE 'NEXT GENERAL MANAGER' OF INDIA



**N**ew Delhi, November 19, 2019: The Indian Hotels Company (IHCL), South Asia's largest hospitality company and Swiss institution Les Roches Global Hospitality Education, ranked number 3 of the world's top institutions for hospitality management by the QS World University Rankings 2019 announced the winners of the "Next General Manager of India". The campaign, a joint initiative launched in July 2019, was to identify top talent in hospitality in India.

Aimed at young hospitality professionals, the campaign awards one full scholarship to the winner and five 50% scholarships to the runners up to study at Les Roches' MBA in

Global Hospitality Management program in Switzerland, followed by a fast track development program at an IHCL hotel.

"IHCL, with its vision to create global leaders for tomorrow, is delighted to associate with Les Roches for this initiative. Nurturing and developing talent for the industry is in line with our commitment to be future ready. We wish all the winners the very best." Dr P V Murthy, Executive Vice President & Global Head – HR, IHCL

After a rigorous selection process, a panel of IHCL recruiters, Les Roches academics and external assessors named Kshitij Gandhi of Gurgaon the "Next General Manager of India" who

will take up studies at Les Roches in February 2020.

"We are very impressed with the performance, attitude and maturity of all candidates and are looking forward to their contributions to the next MBA batch at Les Roches," commented Dr Dimitrios Diamantis, Dean of Graduate Studies.

The program was launched by IHCL and Les Roches to address the prevalent skills gap and prepare the next generation of leaders to support the growth of travel and tourism industry in India.

For more information on "The Next General Manager of India", please visit <https://nextgmindia.com>

# Lemon Tree Premier debuts in Kolkata

**L**EMON Tree Hotels Ltd. marked its entry into Kolkata with the launch of its upper midscale brand, Lemon Tree Premier, New Town. This new age contemporary hotel is the company's second in the State of West Bengal after Siliguri. Lemon Tree now runs 6000 rooms in 58 hotels across 35 cities, making it India's largest hotel chain in the mid-priced hotel sector.

Lemon Tree Premier, New Town is close to popular city landmarks like the Eco Tourism Park (3 km), Mother's Wax Museum (3.5 kms), Nicco Amusement Park and Aquatica Water Park (5.5 kms) and the Salt Lake Stadium (7 kms). The hotel is also not far from some of Kolkata's iconic destinations such as Victoria Memorial, Park Street, Howrah Bridge, Kalighat Temple and Dakshineswar Temple.

The Hotel offers 142 plush and well-appointed rooms and suites that welcome guests with contemporary interiors and artwork. Room categories include Deluxe Room, Executive Room, Studio Suite and Presidential Suite. Also, a specially designed suite is available for differently-abled guests.

The F&B options include the 24x7 multi-cuisine coffee shop – Citrus Café, a hip recreation bar – Slounge and an eclectic pan-Asian restaurant – Republic of Noodles. With a promise to pamper the body and refresh the spirit, there is a rejuvenating spa – Fresco. The property also has a well-equipped fitness centre for those who want to re-energise with their daily dose of workout and a refreshing outdoor swimming pool.

The property seamlessly transforms into an impactful destination for mini conferences, meetings and social events. The hotel offers 3500 sq. ft. top-of-the-line, fully equipped, modern banquet space, including two conference rooms (Tangerine and Tangerine 1) appropriate for corporate meetings and special events.

Commenting on the launch of this elegant property, Patanjali Keswani, Chairman and Managing Director, Lemon Tree Hotels, said, "We are happy to enter Kolkata with our upper midscale brand Lemon Tree Premier. Kolkata is a



gateway city to the East and an important destination for both business and leisure travellers. It is our 2nd hotel in West Bengal, after Siliguri. The hotel is strategically located in close proximity to the business and IT hub of New Town, SEZs, Rajarhat, Salt Lake, DLF IT Park, Unitech Commercial Complex and Ecospace. This hotel, like Mumbai and Pune, showcases a new design style that blends nostalgia with chic interiors and modern amenities."

*Source: Hospitality Biz India*

# Zone by The Park signs its first resort in Gopalpur



**A**peejay Surrendra Park Hotels Ltd's upscale social-catalyst brand, Zone by The Park has signed its brand-new hotel – Zone by The Park Gopalpur in Odisha. A land with rich culture and heritage from the Colonial Era when it was a trading point for East India Company, Gopalpur is a flourishing tourist destination. Located on the Bay of Bengal coast in Ganjam district in the Southern part of Odisha, this commercial port is popular for its beaches and sumptuous sea food.

This new resort is strategically situated with nearest airport in Bhubaneswar about 190 km away and nearest railway station in Berhampur which is 15 km away from Gopalpur. The first Zone by The Park in Odisha will have 40 aesthetically designed Zone rooms. To cater to the growing demand from MICE industry, the hotel has designed contemporary indoor and outdoor banquets for hosting business and social events. It will also seamlessly blend its social avatars through best in class dining options with Zone Bazaar- All Day Dining and Z Bar – High Energy Bar offering a wide selection of refreshing beverages. Providing state-of-the-art facilities, the guests can enjoy leisure facilities like Playa – The Pool Side, Vitalia- The Spa, home theatre and kid's activity area among others.

Commenting on the occasion, Vikas Ahluwalia, General Manager and National Head, Zone by The Park Hotels said, "We have been exploring opportunities to expand our brand across all parts of the country and strengthen our leadership in Eastern India. By entering Odisha, a globally renowned

tourist destination with multiple business districts, we want to deliver our innate 'social by design' experience to price-conscious and design-conscious travellers. Moreover, Gopalpur has retained its oriental charm which has great tourist attractions. We are quite hopeful that by signing this resort with Specadi Resorts Pvt. Ltd. we will be able to unlock the huge potential offered by the state."

Commenting on the association, Gouri Patra, Director Specadi Resorts Pvt. Ltd. said, "We are very happy to be associating with Zone by The Park for the management and operations of our resort. We strongly believe with our investments and the glorious legacy of more than 50 years of Apeejay Surrendra Park Hotels Ltd., we will be able to make a mark in the hospitality sector."

Zone by The Park, Gopalpur which is the first in the magnificent land of Odisha is slated to open by mid-2020. The new property has been developed with Specadi Pvt. Ltd. and the agreement was signed in the presence of Vikas Ahluwalia, General Manager and National Head, Zone by The Park, and Gouri Patra and Biswaranjan Patnaik, who are the directors of Specadi Resorts Pvt. Ltd.

Zone by The Park offers a social zone to foster networking, connectivity and collaboration. Zone by The Park is currently present in Bengaluru, Kolkata, Chennai, Jaipur, Coimbatore, Jammu, Jodhpur, Raipur, Gurugram Central, Dimapur with upcoming properties in Tirupati, Srinagar, Vijayawada and Goa.

*Source: Hospitality Biz India*

# BAN ON PLASTIC

Sustainability-minded hotels around the world are cutting down the use of plastic water bottles



► An eco-friendly hotel in the lap of nature

ITC has decided to stop the usage of single-use plastic in all its hotels by the end of this year. “ITC Hotels has been adopting sustainable practices for over two decades with responsible luxury as its guiding premise - delivering authentic indigenous experiences, which are in harmony with the environment and society”, said Dipak Haksar, ITC Hotels’ chief executive. Haksar further said that ITC Hotels was one of the first firms to introduce glass bottles in the year 2012.

Recently, Prime Minister Narendra Modi while addressing UN General Assembly session, also talked about global warming and pollution. He said that he was pleased to let the world know that India was in the midst of a

major drive to end the use of single-use plastic.

Single-use plastic is disposable plastic like polythene bags, straws, food wrappers, plastic drinking bottle, sachets, etc. Every year India generates 9.46 million tonnes of plastic waste, of which 43 per cent is single-use.

This is a good beginning. Sustainability-minded hotels around the world are reducing—or completely doing away with—the use of plastic water bottles on-property by making reusable bottles and water stations readily available to guests.

Much of the hotel industry recently has been focusing plastic-reduction efforts on single-use plastic straws, but environmentally conscious hotels

around the globe also are reducing waste from plastic water bottles by offering guests more sustainable options for fresh water.

For instance, in some hotels water dispensers are being installed in the hotel’s lobby and other crucial points. To reduce plastic wastage not only avoiding plastic bottles, but also offering dispensers for bathroom (amenities) instead of individually packed (toiletries), using recyclable paper take-away containers and a ban on drinking straws are catching up.

Reusable bottles made out of recycled aluminum are available to guests as well as meetings attendees. Smart water dispensers are also getting placed in each meeting room and pre-

function areas. Installation of water stations and encouraging customers to use refillable bottles helps big hotels cut usage of as many as 1 million non-degradable PVC bottles.

The Canopy by Hilton brand launched in 2014, and since then, the brand has been committed to sustainability and the environment. All Canopy properties offer guests glass refillable water bottles as well as filtered water stations on every floor.

The Canopy Reykjavik City Centre in Iceland features water that has been “lava-filtered through a long, natural process.” Canopy by Hilton properties provide refillable glass water bottles and filtered fresh water stations on each floor.

Canopy’s continued focus on eco-friendly efforts as well as providing the best possible in-room experience has shown success in building brand loyalty. Canopy’s sustainable efforts and authentically local experiences have seen an overwhelming amount of support from our guests who expect a level of thoughtfulness in choosing a hotel.

Even Hotels locations, hydration has been an integral aspect of our brand experience and design offering from the beginning.

Water stations have been part of the Even Hotels guest experience since the brand’s inception in 2014, and every Even Hotels guestroom across the estate offers a reusable water bottle for each guest’s stay.

A reusable water bottle is part of the in-room amenities for each guest and filtered water stations are located on every floor or every other floor, depending on the hotel. Even’s goal is to help guests stay on track with their wellness routines while they are on the road, and the “ease of access to hydration” is part of that, she said.

For Even Hotels, it’s not about a



► **Water station for guests.**

cost-savings measure but instead about providing the guests with access to options so they can prioritize staying well and balanced when they travel. Inherently, by offering and encouraging the use of reusable water bottles, this is one way we support sustainable efforts. Stations with flavored water are also available to guests in the lobby.

At properties under Cayuga Collection, plastic water bottles were banned from all properties about eight years ago. At on-property restaurants, guests are served tap water with ice, like at any restaurant. If a guest asks for sparkling water they are served local sparkling water in a glass bottle. Guests, however, can bring their own refillable water bottle or purchase one from the hotel.

The commitment to eliminating plastic water bottles on-property extends to before guests even arrive at the hotel. When guests are picked up from the airport, they are given sealed, glass water bottles with the hotel’s name on them, which are then returned, washed and refilled with water.

Using refillable water bottles that



► **Reusable aluminium bottles**

aren’t plastic is very important to Cayuga, but the company struggled at first to find an alternative to plastic bottles for the minibar. People expect to have a (bottle of water) in the minibar, so what they did is just bought water pitchers and filled them up. Cold water is stored in them and it’s free.

Some hotels look to sustainable initiatives to cut cost for utilities such as electric bills, but in true sense eliminating plastic water bottles doesn’t save costs much. But it goes a long way in building the brand and making it sustainable.

# THE GLOBAL BRAND

“

**WE EXPECT A  
HUGE BOOM IN THE  
HOSPITALITY SECTOR  
IN THE REGION**

”



**MR SP JAIN**

– Founder and Managing Director,  
**Pride Hotels**

**F**ROM a Chartered Accountant to a hotelier, Mr S P Jain’s journey in the hospitality industry in the past three decades has been trailblazing. It was in 1988 when he set up the first Pride Hotel in Pune and then followed a strategy of both setting up greenfield projects and identifying existing hotels and turning around their business with his magic touch. He also groomed his son Satyen Jain—a Chartered Accountant with an MBA—into the CEO of Pride Hotels. In an exclusive interview with Mystic East, he speaks about his

Pride, and offers priceless advice to budding entrepreneurs in the field of hospitality.

**Q. How many hotels do you own at the moment? And how many do you manage (but not owned by you)?**

Currently we have 20 hotels operating under brands Pride Plaza, Pride Hotels, Pride Resorts, and Pride Biznetel. We have 7 own and 13 managed hotels. In owned hotels we have luxurious segment of upper upscale hotels as Pride Plaza in Ahmedabad, Delhi Aerocity

and Kolkata which are full service hotels, have large sized plush rooms and premier amenities targeted to customers looking for luxury. Most of the hotels have banqueting facilities and multiple dining options and Pride Hotel which are upscale Hotels in Bengaluru, Chennai, Nagpur, and Pune providing world class hospitality combined with excellent ambience and quality service. The hotels give good value to customers.

In managed properties we have Pride Hotel in Indore, Pride Resorts which are present in scenic and tourist



# WE MADE IN INDIA



**MR SATYEN JAIN**  
– CEO,  
*Pride Hotels*

destinations. These are full service leisure resorts present in Jaipur, Goa, Manali, Puri, Dharamshala, Gangtok Rajkot and Bharatpur and Pride Bizhotel which are mid segment business hotel catering to more of business travellers in Vadodara and opening in Anand, Jabalpur and Bhavnagar.

**Q. How do you identify a location of a hotel?**

We study the market and its potential. If we find that the market has potential to generate good business we try to open our hotel in that

location. Also if we want to acquire or tie up with managed property we also look for how convenient its location is from airport, railway station and important business centre of the city.

**Q. What is the USP of a Pride Hotel?**

Pride USP is that it is an Indian chain offering Indian Hospitality in a market which is dominated by international hotels chains which are trying to force customer a cookie-cutter room build for the international market. The Honourable Prime Minister Mr Narendra Modi ji has launched a Make in India campaign and we take pride in offering a truly Indian hotel brand offering rooms of different category like Deluxe, Superior, Premium and Suite Room, banquets and restaurants. We provide Indian welcome with a Namaste, Indian fragrance with tuberose, regional food options, soothing Indian instrumental music in the lobby and homely environment which is well appreciated by our guests. Personalised service as per the customer preferences helps in offering a great memorable experience to the guest.

The excellent location of all our properties with close vicinity to airports and central business districts which are very convenient to conduct business.

**Q: What's the most profitable or sustainable model of a hotel according to you? A 5-star, 4-star or 3-star? Which price bracket?**

In mid-market upscale hotel is

more profitable. In other words, a 3-star hotel with full service facility will give better result if it's in the range of Rs 3500-4500 per room. Secondly, there should be one F&B outlet and a bar because F&B service and production staff are costly. However, some banquet and conference facility should be provided.

In the luxury segment, guests demand excellent services and are ready to pay the price for that. Our Pride Plaza Hotel at Delhi Aerocity offers 5-star luxury service and is the most profitable hotel for us. Also, we need to see the market where which type of hotel will do well. In MICE segment too, you'll find companies [as clients] that want to offer 5-star experience to their employees to keep them motivated.

**Q: What's the relative size of rooms in Pride Hotels? As per design what is the per room to manpower ratio?**

We have four different brands and all have different size rooms. For Pride Plaza the minimum size is more than 325 sq. ft. For Pride Hotel and Resorts we have minimum size of over 300 sq. ft. The manpower ratio should be 1: 1.5 or more; for banquet and F&B area it should be 1: 1.75.

**Q: Recently you have acquired some sick hotels and done them up? Does it make more sense to acquire an old hotel and spruce it up?**

Yes we have acquired sick units in the past and turned them into profitable ones. The green field



► Peshwa Suite, at Pride Hotel in Pune

project takes lot of time and also costs great amount of money. The land cost is nearly 30-45 per cent of hotel project which should not be more than 15-20 per cent. The interest rates on financials from bank are very high though it is a capital based industry. Hence I think it is better to acquire an old hotel to save cost and start the hotel as early as possible.

But it is necessary to do proper feasibility study before acquiring any existing hotel or incomplete hotel. If it is located in wrong place then it will be difficult to run as a profitable venture.

We are doing greenfield project in some places but nowadays we are on asset light model so we are taking hotel on marketing and management basis under our brand.

**Q. How many hotels do you operate in Eastern India? What are the advantages or disadvantages of running a hotel in these parts of the country?**

We operate three hotels in eastern India. Pride Plaza Hotel in Kolkata and Pride resorts in Puri and Gangtok. We are planning to add 2-3 more hotel as there is good scope in hospitality sector as the Eastern India has good places for Tourist as well as for business traveler. The Eastern part has full potential for bleisure as now a days Guests like to link business travelling with holiday. So eastern part of India's each city has potential to attract leisure guest.

In Eastern part, apart from luxury hotels the mid-level hotels in the three

star and four star categories are most in demand among business travellers and tourists. The marriage market too is doing very well.

**Q. Recently you have spread your footprints to North Eastern India. How is the hotel in Gangtok doing?**

We started our Pride Resorts in Gangtok at the start of this year. The hotel has picked up now and is doing very well. Gangtok is good destination and future is very promising as this destination is not marketed well. Nowadays guest are looking for new destinations for holiday.

**Q. Do you think that north eastern part of India has a huge untapped potential in the hospitality sector?**

Yes, I fully agree that Northeastern part of India has a huge untapped potential. Currently there are very few good hotels in the region. It offers mixture of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists so hotelier can plan future expansion but with well plan hotel in any category 2 to 5 star should satisfy the requirement of the guest.

**Q. Do you prefer to hire mostly non-professionals to run your hotels? Is it because you love to train your staff from the scratch?**

Hotel industry has jobs from lower level to higher level. At the entry level the qualification required in hospitality business is lesser than in other industry. We prefer with diploma holder at entry level where we devote a lot of time and energy to impart training to develop and nurture the human resource. We have a continuous programme of training and upgradation. At high level we hire highly skilled professionals who guide them. We have plan for management trainee programme so we try to train future heads of department from our own team.

**Q. Do you have plans to venture outside India?**

We are planning to go outside India and increase our foot prints and establish our Pride culture there. We are under negotiation in Myanmar for a group of hotel to run on management basis under our brand name.

**Q. How do you handle labour problems or attrition in your business?**

In Pride Hotels we have strong development programs for our employees. We create a good working environment in our hotels. We arrange monthly and annual programs in



► **Pride Biznote at Vadodara**

each hotel to add a little fun to the lives of employees to rejuvenate them. We motivate them to get out of their comfort zone by giving them more challenging work and more responsibilities. Motivational programmes and incentives for meeting sales targets keep them motivated.

**Q. Among your hotels, which is your personal favourite?**

I have done my first green field project and learn lot about hospitality industry by constructing four star planned hotel but when we completed I was very happy that it has satisfied all the requirement of five star and it was approved by Department of Tourism as Five Star. However, my latest hotel, Pride Plaza Hotel at Aerocity, Delhi, gives me immense satisfaction as I have built that hotel to maintain the world class standard and we have achieved the same that is the reason Pride Plaza Hotel, Delhi is performing extremely well.

**Q. What is your advice to a budding**

**entrepreneur in hospitality?**

I can only suggest that the entrepreneurs should do proper feasibility study before entering into any destination.

Secondly they should look for ready-made hotel which is well planned to save the time as green field project takes long time to construct and great amount of money. While constructing new hotels it should be planned by keeping in mind that our future guest which will help you to make right product.

Secondly the cost should be properly controlled so neither we will spend more money nor cut the cost so that we provide proper facility to our guest. They should look for ready-made hotel to save the time as green field project takes long time to construct and great amount of money. We have to clearly define which type of customer we want to serve so entire planning should be briefed and given in the beginning to the architect. But I have no doubt the future of Hotel sector is very bright and it will grow faster than now.

## PRIDE HOTEL

### PRIDE PLAZA Ahmedabad

Located near the Airport, Pride Plaza Hotel is a 5 star luxury hotel providing lavish facilities like Gymnasium and Spa and upmost services to all its patrons for leisure or business. Its prime location on SG Road makes it the best hotel in Ahmedabad. Because of its near-by proximity to various tourist locations such as ISKCON Temple, Vastrapur Lake etc. it gets customers from from different parts of India



### PRIDE HOTEL, Chennai

Located at a prime location in Chennai, Pride stands out to be one of best budget hotels. Along with that it offers best deals and offers for Meeting rooms, conference cum business center. Its signature restaurant 'Angare' serving authentic Punjabi cuisine delights the guests with the charm of North India in city of South India.



**PRIDE PLAZA,  
New Delhi**

Located in close proximity to Delhi and Gurgaon, Pride Plaza Hotel Aerocity, New Delhi is the first luxury hotel in the capital by The Pride Group of Hotels. While the 385 aesthetically decorated plush rooms are fully-equipped with premier amenities and state-of-the-art technology complemented by high-speed internet connectivity



## PRIDE HOTEL

### PRIDE PLAZA, Kolkata

Pride Hotel, enclosed inside the business hub of Kolkata city, is counted as the best luxury upscale hotel with proximity nearby to some eminent corporate offices and tourist destinations in West Bengal. Along with comfortable and elegant rooms, the hotel has a swimming pool, a spa and a health club.





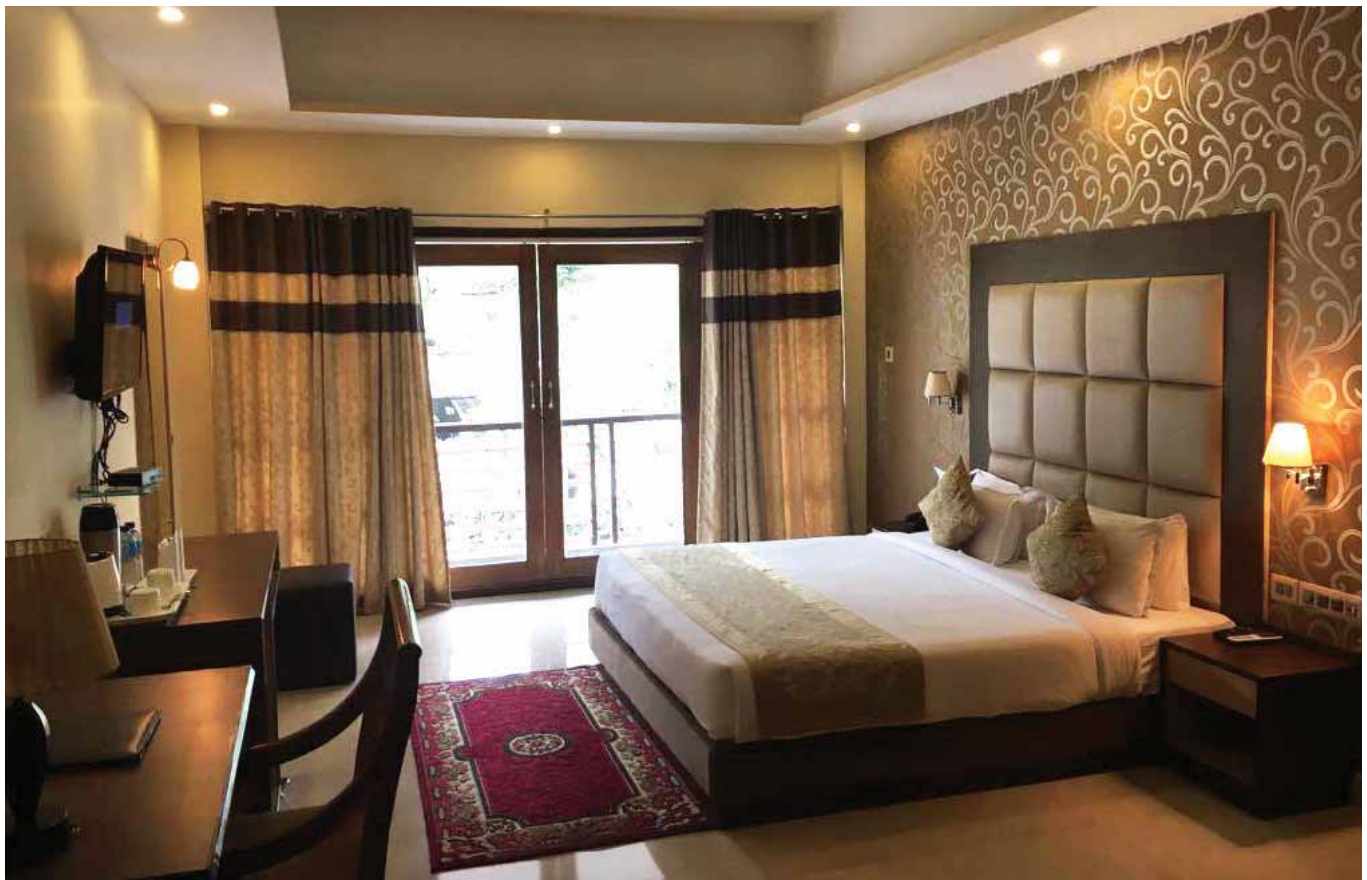
**PRIDE HOTEL IN BENGALURU**

Pride Plaza Hotel is a 4 star luxury hotel located in the heart of Bangalore. With nearby famous tourist locations like Vidhana Soudha, Cubbon Park and Vishweshwaraya Museum makes it one of the best hotels in Bangalore.



## PRIDE TERRACE VALLEY RESORT Gangtok

Pride Terrace Valley Resort is located in a prime area in Gangtok. It is a semi-luxury property and approximately 18 kms away from the Pakyong Airport. The resort facilities provide an elegant experience for its guests







**PRIDE RESORT HOTEL, Puri**

Offers resort-style accommodation for all those looking for a revitalizing escape from maddening city crowd and smog and a mesmerising view of the city and the local attractions that surround this charming hotel in Puri. A beautiful seafront getaway, makes the resort a prettily serene hotel in Puri.



# STILL GOING STRONG

The hospitality sector is booming despite economic slowdown. A degree from a global institute will give you that edge

**W**ITH the slowdown of Indian economy, unemployment is on the rise and has millions fearing loss of jobs. In such times, there are still some sectors that are experiencing a steady growth. The tourism and hospitality sector is among the top 10 sectors in the country and has been attracting the highest Foreign Direct Investment (FDI) in the past few years. According to a data released by Department of Industrial Policy and Promotion (DIPP), the hotel and tourism sector attracted around US\$ 10.6 billion of FDI between April 2000 and September 2017.

The hospitality industry is ever evolving and expanding to provide a holistic experience with its various categories of tourism, food and beverages, lodging, event planning, theme parks, transportation, cruise line, etc across the world. In 2017, the hospitality industry accounted for 313 million jobs worldwide, which translates to 9.9% of total employment and 20% of all global net jobs created in the past decade. According to World Travel & Tourism Council, "Travel and Tourism Economic Impact 2018: World," March 2018, The travel and tourism sector currently accounts for 10.4% of global GDP, while according

to WTTC Economic Impact Analysis 2015, Projections say that 72 million jobs will be added to the tourism and hospitality sector over the next 10 years, and the industry itself will grow by 10%.

Keeping this in mind and bridging the information gap between the best hospitality and culinary schools, leaders from the industry and students, Zista Education—India's only hospitality & culinary focused higher education fair—has been organising Global Hospitality Education Expo. Recently they organised specially curated gala events aiming to reach students from Mumbai, Kolkata, Bangalore, Jaipur & Delhi. Students aspiring for careers in hospitality, culinary, baking & pastry, luxury, events and tourism visited the expos to learn about the sunrise sector. In Kolkata, the event was held at Taj Bengal, Kolkata.

Mitali Rawool, Assistant Director, Zista Education says, "Students who are keen to explore world-class hospitality education, need quality, firsthand information. On the other hand, students who are undecided need the right exposure to consider hospitality as one of their career choices." She further adds, "At each



expo, students will get an opportunity to interact with the finest institutes and their representatives for acquiring assistance & guidance. Students will get a chance to learn about the latest industry trends and happenings through interactive sessions and workshops."

Ms. Aradhana Khullar, Director, Amber Restaurant, also an ex-student



► **Ecole Hotelier at Lausanne, Switzerland**

of Les Roches Global Hospitality Education, Switzerland said “back when I was deciding on which college to join, I had attended a seminar and got inspired and it was at that moment that I had decided to take up hospitality in Les Roches. It was the best decision that I have ever made. These kinds of seminars are pivotal to students. They give you

an exposure into what your future can be like. They tell you everything you want to know.” She also added “I wanted a global exposure so I chose Switzerland but today, our Indian institutes have caught up too, they are providing almost the same syllabus as universities abroad and giving a lot of opportunities to students. At the same time, the culinary experience of

the city has expanded manifold.”

Giving an insight into the kind of educational experience provided at these institutes, Sarah Brannand, from the University of Derby, UK, said “Our Centre for Contemporary Hospitality and Tourism, is top 5 ranking in the UK, we specialize in various key areas of hospitality. Our course is focused on the culinary as



► Glion hospitality management school at Montreux, Switzerland

well as the internal management of the business- The structures, the human resource, the inter-relationship between the consumer experience and the business, etc. We ensure that our students go through the courses with academic rigour as well as independent learning. It's all about exposure, applied experience, involving them in research, leadership, developing awareness of self image, brand image and confidence, so that they graduate with a colourful C.V. so that they can step into established positions."

Besides providing huge employment opportunities, the hospitality sector provides a rewarding career track for professionals. It offers a huge range of jobs, from event

planner to hotel general manager to facilities asset manager and beyond. Entrepreneurs start their own restaurants and boutique hotels, while professionals have the chance to work in glamorous settings around the world.

Switzerland is known for hospitality and the Swiss hospitality learning style is based on discipline, precision, respect for time and different people and culture and of course the exposure. Mr. Sarosh Daruwalla, Country Head, India - Les Roches Global Hospitality Education, and GLION; also an ex-student of Les Roches, Talking about the experience of learning at a multi cultural institute, said, "The learning is invaluable. You learn cultures, what

guests from those countries like, what is polite in each place and what isn't; etc and such kind of learning is only acquired through experience. It also helps you for networking and the alumni will help you get a job quite easily. These are the perks of our industry." He added, "Our business is a people business so soft skills like emotion intelligence, cognitive flexibility are things taught to you in a hospitality school, these things will not be found in any hotel handbook. In our industry you have to think digital but act analogue. Virtual and augmented reality are already playing a big role in marketing, in giving people perspective before they actually visit the property, you have robotic butlers, electronic

check-ins, your telephone becomes your key card, etc. Technology is being used to collect a lot of data points for the customers thereby giving them individual attention and making them feel special. Our industry has evolved from hotel management to hospitality and now to the experience industry. Students have to be trained to take up key positions at a young age. You have to lead by example.”

With university representatives and faculty members present to give a clear idea about admission procedures, scholarship options and job opportunities to be explored directly, Students got an opportunity to interact with the finest institutes from across the globe, and hear from hospitality and culinary leaders who shared their knowledge and experiences with students, and inspired them to build a successful career in the dynamic industry.

Greta Frey, Director of International Business Development, International Management Institute, Switzerland said “the procedure for admission is very simple, you go on the website and all the information is there. You need to send in your documents and then we contact the students. About 50% of our Indian students apply for educational loans; we also provide a small reduction on fees for deserving students and give a small scholarship. The fee covers everything from airport pickups, books, rooms, sheets, tuitions, towels, electricity, water, health insurance, etc. Each year is 6 months study and 6 months paid internship. In Switzerland the minimum salary for internship is 2200 Swiss Francs per month which is equal to the U.S Dollar. The students who study with us get a qualification from us as well as from U.K universities who we



► Global Hospitality Education Expo at Taj Bengal, Kolkata

## THE TOP 10

- **EHL - Ecole hôtelière de Lausanne, Switzerland**
- **University of Nevada - Las Vegas, United States**
- **Les Roches Global Hospitality Education, Switzerland**
- **Glion Institute of Higher Education, Switzerland**
- **The Hong Kong Polytechnic University, Hong Kong SAR**
- **Hotel School The Hague, Netherlands**
- **Swiss Hotel Management School, Switzerland**
- **University of Surrey, United Kingdom**
- **Oxford Brookes University, United Kingdom**
- **Bournemouth University, United Kingdom**

Source: QS World University Rankings for Hospitality and Leisure Management Institutes, 2019



► Students get a flavour of culinary training

work in collaboration with. Students should also focus on networking as that would help them in their career.”

Bela Brahmabhatt, Blue Mountains International Hotel Management School and William Blue College of Hospitality, Australia explained that even though the fees might seem high but when you analyse the value of such education, it is priceless. She went on further to say, “Students might want to study abroad to get exposure to multi cultural aspect or maybe when they want to get hands-on experience. We give 2 internships of 6 months each. We have a hotel run by students- the Waldorf hotel. Here, while they are doing a lot of business, they are not just doing practical studies but also doing accounting, H.R, sales and marketing as well as learning to be a future leader. All

our internships are paid, so students make a lot of money as well. Your job placements are already going to start from a supervisory position rather than a trainee. You get a 2 yr stay back in Australia, after completing your course, so you get more exposure that way. We also give scholarships up to 30%, we also have a special discount for student whose parents are hoteliers, at the same time we have mentorship scholarship after the first year, where you help your professors to train the first years and get a reduction in your fees in return. In this way, our students become self-reliant, they start valuing money.”

Coming from a hospitality background & working with leading hotel chains in United States, United Kingdom and India, Mitali has gained robust experience. She also holds a

Masters degree in Hospitality from IMI, Switzerland. Advising students she added “Hospitality is no longer only hotels, it’s not only culinary, it is so much more. Being a part of the industry I feel that I can add value by bringing all my expertise to inform students about the whole sector and so much that is involved in it. I would advice students to get as much exposure as you can, take up those internships, be informed about scholarships and loans; keep checking online websites of your intended colleges, research your options, go to education counselors to see if you are suited for the career, attend such expos where you can be more informed. Take up opportunities in the global brands in your city, in this industry Experience is of utmost importance.”

# REASONS WHY YOU MUST WORK IN HOSPITALITY

**H**ere's a list by Glion Institute of Higher Education in Switzerland

## 1. IT WILL DRIVE YOUR CREATIVITY

Talk to anyone in the industry and they'll tell you that no two days are ever the same in hospitality. Getting away from the monotony of a rigid routine will help you become a flexible, open-minded thinker.

## 2. PROMOTES A GOOD HEALTH

With a career in hospitality, comes the ability to see the world – which has demonstrable links to improving mental and physical health. Frequent travellers see a significant reduction in anxiety, depression and stress as well as having lower rates of heart attacks, better immune systems, cognitive flexibility and even improved life expectancy.

## 3. IT'S AN ADAPTABLE, UNIVERSAL EXPERIENCE

Hospitality is all about providing a fantastic customer experience. This means hospitality jobs hone a skill set that is globally recognized and applicable to any business, in any corner of the planet. Plus, a hotel is a microcosm that can provide experience in everything from culinary arts to finance, human resources, project management and communications, to purchasing, business management and entertainment.

## 4. HOSPITALITY IS ONE OF THE MOST SECURE INDUSTRIES



► Glion Institute

The World Tourism Council forecasts that, by 2029, the travel and leisure industry will account for 11.5% of the world's GDP, while also providing jobs for more than 420 million of us. This is fantastic news because, with the onset of AI and automation, many roles in other sectors are becoming redundant in the workplace.

## 5. YOU CAN SAMPLE THE FINER THINGS IN LIFE

Hospitality businesses focus on providing the very best in customer experience, and with new players and concepts looking to inspire the new generation of travellers, it is in the industry's interest to pull even more out of the bag for their customers in coming years.

## 6. IT DOESN'T ALWAYS FEEL LIKE WORK

Hospitality polled at #6 in the top 10 'Happiest industries' based on responses such as 'I'm excited about my work and projects', 'I work with great people' and 'I feel recognized and appreciated.'

## 7. YOU'LL HAVE THE CHANCE TO GROW... AND KEEP GROWING

Statistically speaking, Millennials seek out jobs that will excite them and, according to the Harvard Business Review, claim that 'growth opportunity' is one of the most important factors when choosing a role. Along with the worldwide travel that hospitality affords employees comes a wealth of possibility and endless new contacts with which to network.

## 8. IT HONES EMOTIONAL INTELLIGENCE

Research from HVS shows that leaders in the field of hospitality share some common traits. Namely, they have extraordinarily high rates of emotional intelligence. For hospitality professionals, this is a skill set honed by experiencing different cultures, extensive social interaction and understanding the nature of creating a comfortable environment for all.

## 9. IT MAKES YOU MORE EMPLOYABLE

Ironically, having a job in hospitality makes other employers far more likely to consider your application. That is because they'll be more confident in your 'soft skills' which include communication, humility, collaboration and interpersonal awareness. These skills matter, and having them makes you very marketable.

# BOOSTER DOSE

It's time you try out innovative ways to increase your food and beverage revenues



It's a tough battle out there for restaurants that wish to improve their profit in the age of food aggregator. You must always be on your toes to increase the top line as top-line revenue improvement is always the easiest way to improve your bottom line

- How is your restaurant viewed? What do visitors think about the experience? Look on review on aggregator sites (such as Trip Advisor or Zomato). If people don't like your restaurant, people won't go. So, what is the fix for this? Work with your team to dissect the feedback. Believe what

people are saying. Don't be in denial! Respond to any negatives, and then also, try to increase your general number of surveys with more positive to dilute any negatives.

- Look at your pricing. Make sure that it is competitive with other



local restaurants. Are you charging enough? Are your prices too high? Where do you want to be positioned to get a bigger slice of the pie? Create a pricing strategy where can you increase and also determine where should you decrease? Don't leave money on the table; people generally will not leave for an extra dollar. When you look at your menu, what does your pricing say about you? Take a quick glimpse as this is how people will judge you.

- How does your team do at up-selling? How are appetizer sales, desert sales, coffee sales? Is the team trying and actually bringing these items up by suggesting them? Do

they up-sell to the next brand tier in cocktails or wine? Do they have favourites and recommendations [higher-priced items]? What is their spiel? Yes, it must be real, but with some practice they can get really good and make a difference, which will result in better service for the guest, increased revenues, and also increased tips! So, listen in to what they are saying, do some training, make it part of what the daily life, and you will see a difference.

- Are you looking at stand-alone bar sales? Do you have the right atmosphere, happy hour specials, attractive drinks, a place where you'd want to sit? Do the bartenders and

cocktail servers even push food? Or is it too much work for them? Bar sales can lead to food sales, repeat business, and also creates a great atmosphere for the restaurant.

- Are you missing out with to-go sales? What is your process? Do you make it easy for people to order on-line? Is it ready on time? Is it well packaged and attractive? This is a growing area, especially in large cities, and it will continue to grow - make sure you're ready! This could be a huge increase in revenue with very little labour cost.

- Should you be worried about theft? Is everything you actually sell being rung up and charged? Or,



**MARKS HOSPITALITY**  
A UNIT OF MAC-WOOD (INDIA)  
YOUR COMPLETE HOSPITALITY SOLUTION PROVIDER








A/120, Lake Gardens, 1st Floor, Flat 1A, Kolkata-700045  
Phone : +91 33 40015873,40605737  
Email : raghav.kanoria@macwoodindia.com







HOTEL IN-ROOM ITEMS ● FURNITURE ● TROLLEYS ● LINEN ● LIGHTING ● KITCHEN SOLUTIONS



is your team taking a share of the revenue? We, of course, want to trust our teams, but often the ones we trust can be the ones at fault. There are lots of systems out there to help ensure you stay on top of these issues without pointing any fingers. This will help you to be able to trust in your staff with confidence knowing that systems are in place. Call me as I have some great and very effective solutions.

- Look at your peak sales times. Figure out when they are and work on a plan to fill the restaurant in off-peak times. You can only do so much business from 11:30-1:30 and 6:00-

8:00 PM. So, the question is, do we increase seating to maximize revenue during these times, or should we focus on filling the restaurant during the other times of day? What is your plan for this? Again, just review and create a strategy.

If you have been running a hotel it's all the more important to focus on F&B to stay afloat and flourish. Over the last few years, industry experts have predicted that traditional hotel food and beverage is on its way out. While most hotels still offer room service, food and beverage programs are now expected to evolve in tandem with modern guest expectations.

Costly room service and mini-bars are — in the eyes of many — now an outdated format, waiting to be replaced by new, more progressive F&B concepts and personalized, guest-driven options. Worldwide hotel food-and-beverage revenue per occupied room (F&B RevPOR) increased by 2.7% in 2018, according to total-year data from STR. However, within that increase, we saw a 4.2% decrease in In-Room Dining RevPOR. Room service, after all, represents a costly expenditure for hotels (often without the expected return) and mini-bars are notorious for lackluster performance and massive operational burden.

**HOW DOES ONE BUILD EFFECTIVE STRATEGIES TO BOOST F&B PROFIT. HERE ARE SOME IDEAS:**

**Offer Unique Experiences:**

First and foremost, let's talk about authenticity. Modern travellers are ruled by different booking motivations than previous generations and are influenced by a hotel brand's perceived authenticity. Hoteliers should be entirely clear on their property's brand, how that brand is conveyed and supported and, in the case of F&B, the way their programs align with their brand promise. F&B trends will come and go, but there needs to exist an understanding of which trends are here to stay, and true to the hotel's

brand. Often, it's less about a massive F&B overhaul or menu changes, and more about unique offerings that will make your property stand out. Think about all the social media exposure your 'share-worthy' unique features and amenities will get?

**Go Local:** Are their guests interested in local cuisine and culture that you can infuse into your F&B service? Hotels close to any kind of wine region should always serve local vintages, and local farm to table menus are always a big hit. Many travelers today are interested in eating and drinking local, with an ever-increasing appetite for authenticity. Sustainable

consumption and the option to support local small businesses are increasingly important in the eyes of the guest, whether a farm-to-table meal or local Malbec paired with dinner after a long day of travel.

**Support Your Staff:** Ultimately, the guest experience begins long before a guest arrives on property and ends long after they leave. Within this understanding, we realize that F&B plays a pivotal role in the guest journey, and each meal or drink enjoyed by a guest should further solidify your brand's commitment to personalized service. Much like any other touchpoint, hotel staff is largely responsible for the experience

## CONTRACTUAL LEASE ON AUTOMATIC PERFUME DISPENSER

Best for Office, Club, Hotel and Showroom.



= ₹350/-\*

GST applicable \*condition apply

## ROOM FRESHENER

₹65/-\*

320 ml



GST applicable  
\*condition apply

**G.M. APPLIANCES CARE**

**G.M. HYGIENE CARE**



27 F/1, Alipore Road, Alipore, Kol - 27, Ph - **97487 35909,**  
**84430 22223,** E-mail: [gmappliancescare@gmail.com](mailto:gmappliancescare@gmail.com)



each guest receives. However, excellent service can elevate an F&B experience, but labor is expensive, particularly in F&B.

With this in mind, it's ever essential for hoteliers to invest in their F&B staff with training, technology, and amenities in place to support their team. The staff that is overwrought with cumbersome, manual processes will likely be distracted from the more important task at hand — meaningful, personalized guest service. By implementing more modern, self-service options, hoteliers effectively offset the operational demand on their F&B staff and allow them to focus on what matters most: engaging with guests.

**Out With the Old:** We are also witnessing a gradual shift in in-room

F&B programs. As mentioned, mini-bars are a costly expenditure for hotels, due to their labor-intensive model. While room service and mini-bars are becoming concepts of the past, that doesn't mean in-room F&B is dead. Rather, it just needs a makeover.

F&B managers must now determine how much of an effect each product's sales have on overall revenue and cost lines. Hotels around the globe are now investing in a new kind of in-room F&B services, including in-room cocktail service (a dedicated barista curating delicious cocktails in the room) and high-end appliances that offer by-the-glass wine. In-Room, by-the-glass wine has proved especially promising, boasting a capture rate of 25-35% versus the less than 1% capture rate from

mini-bars. These trends find their stride in direct correlation with the guest-driven demand for enhanced personalization and convenience, allowing travelers to experience the ultimate marriage of luxury, instant gratification, and comfort. Further to the apparent 'wow' factor, these new services enable hoteliers to recognize loyal, high-value guests, celebrate special occasions or — in some cases — recover service with complimentary upgrades or a glass of wine. This creates additional revenue and upsell opportunity.

Guest service has, and will continue to be, revolutionized — so why should F&B be left behind? With a clear brand vision and these strategies in place, hoteliers today have the opportunity to maximize their F&B segment for enhanced revenue and guest satisfaction.

# Importance of Employee Engagement



**H**ere are seven creative ways to engage employees at your venue.

## 1. Reinforce your venue's mission, vision, and values

Share your unit's mission, vision, and/or values during employee onboarding. When employees understand that they're working towards a larger goal, they'll feel more passionate about their work. Offer recognition with things like employee of the month or performance bonuses and rewards to team members who embody your venue's values.

## 2. Create team bonding activities

A recent study of the restaurant industry by 7shifts found that three-quarters of restaurant employees say the best part of working in the industry is their colleagues. When employees feel like they're part of a family, they'll be more engaged and will look forward to working with their colleagues. In fact, work friendships increase employee satisfaction by 50 per cent.

Create a sense of community

among your team by making team meals a tradition, hosting social events for employees outside of work, or organizing holiday parties.

## 3. Celebrate employee milestones and personal dates

Let employees know that you care about them by acknowledging employment anniversaries, birthdays, and other meaningful personal occasions. Giving your team members shout outs on social media, singing happy birthday during a team meeting, or acknowledging an employee's child's birthday in your team's communication app will mean a lot.

Showing employees that you care about them beyond their professional capacity goes a long way in making employees feel more engaged at work.

## 4. Create a mentorship program

Pair new employees with more experienced staff members to serve as mentors throughout their employment. Tell employees to think of their mentors as someone between a manager and a friend - someone they can go to for advice on how to

adjust to the venue's idiosyncrasies, and someone they can celebrate victories with.

Providing new team members with mentors shows them that you and the venue's management team care about their professional development and wellbeing, which will ultimately increase engagement and reduce turnover.

## 5. Provide professional development opportunities

Invest in your employees' success and they'll be more invested in the success of your venue. Set aside a budget for professional training opportunities for your team. You can set individual budgets or team budget that managers can spend on group professional development.

## 6. Make it easy for team members to stay in touch

Facilitating communication among your team members will help them work together better by fostering a feeling of kinship. A good employee scheduling tool will also have a team communication component, enabling employees to communicate with their team members while managing their shifts from their phones.

When employees can easily communicate with each other, both on the clock and outside of work, they'll be more committed to their work.

Employee engagement is the passion that employees have for their work that compels them to put discretionary effort into what they do. Engagement increases productivity, grows your revenue, and reduces turnover. When you go the extra mile and invest in your employees by making them feel connected and acknowledged, they'll invest in your venue through their work ethic and loyalty.

Source: [tyspy.com](http://tyspy.com)

The hospitality industry is seeing more and more sex trafficking, reported on a regular basis. Education and training are essential for a hotel to try to stay ahead of this issue.

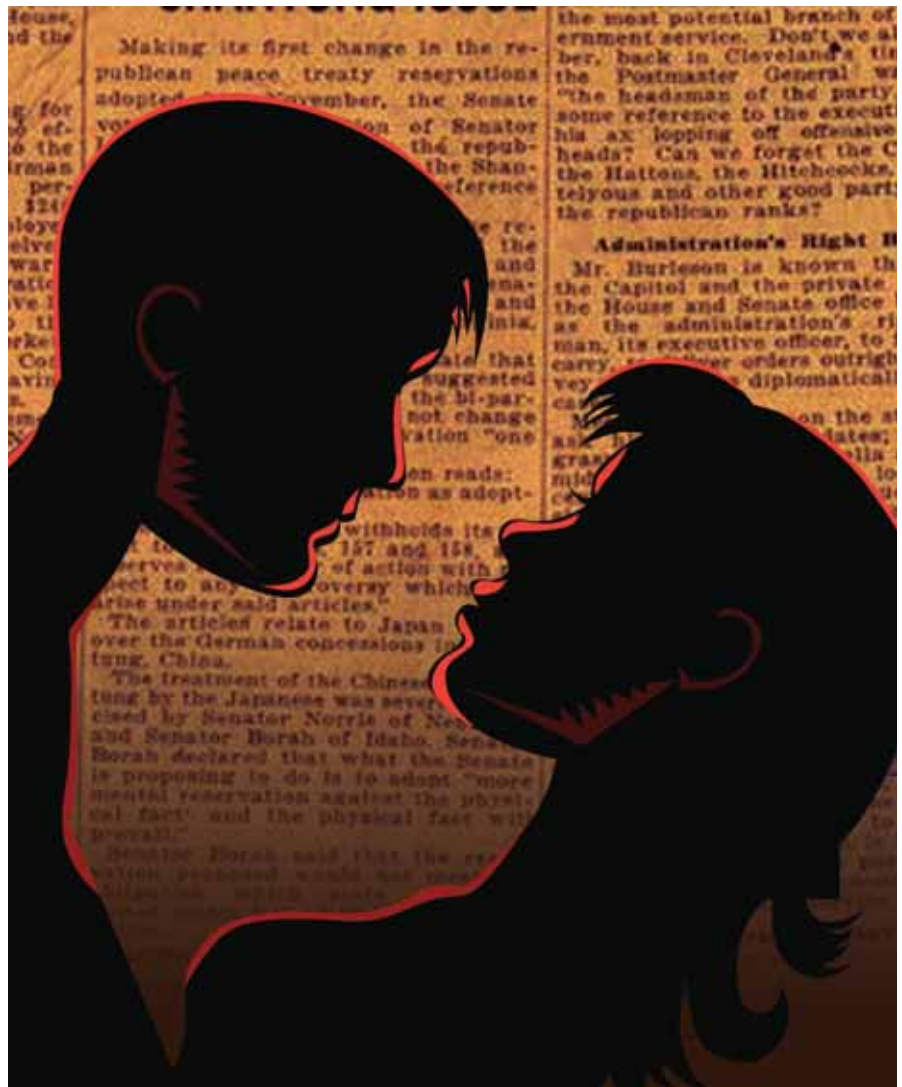
# STOP TRAFFICKING

**H**UMAN trafficking is a danger for vulnerable groups all over the world, young people and immigrants. Unfortunately, hotels are often incorporated in the trafficking process for the privacy they offer—serving as private venues from which criminals can operate, temporarily reside or transport victims.

The non-profit group the Polaris Project works to put an end to human trafficking around the world. Research on Human Trafficking and the Hotel Industry, showed the involvement of the hotel industry in human trafficking in the United States between December 2007 through December 2017. Polaris reported 3,596 cases of trafficking in hotels and motels in the US and found that 75 percent of all trafficking victims reported coming in contact with a hotel at some point during their abduction.

Survivors reported that their abductors mostly used the hotels for commercial sex (80 percent). However, others said the hotels were used for travel (69 percent), to provide shelter for victims while exiting a trafficking situation (47 percent), or by traffickers to house victims (20 percent).

On the National Human Trafficking Hotline, there have been rare accounts of traffickers using hotels and motels as recruitment grounds for sex trafficking. Although infrequently reported, this potential tactic is a particular concern since



vulnerable individuals experiencing unstable housing often utilize hotels during times of transition. However, the intersection with hotels and motels falls mostly within a trafficker's business operations.

## HOTELS USED IN ESCORT SERVICES

Hotels are a crucial piece of the infrastructure necessary to facilitate human trafficking in escort services. In fact, of the 3,596 cases of human trafficking reported to the National

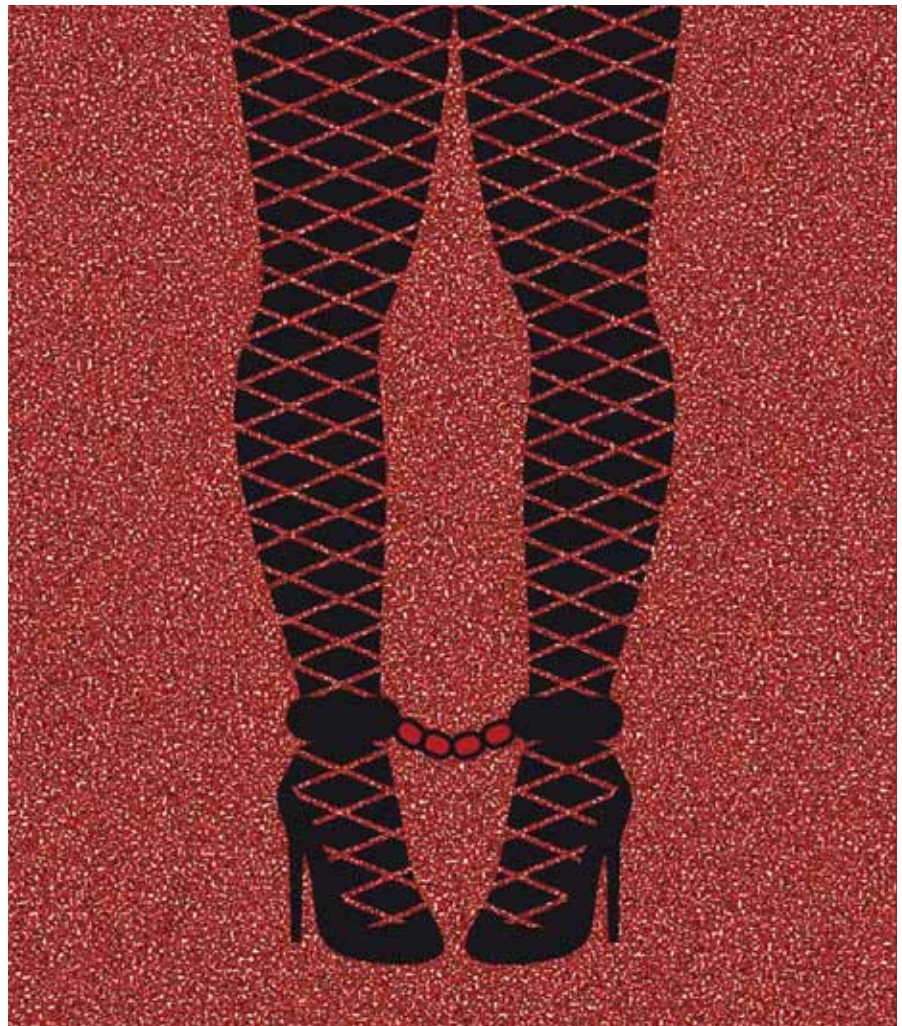
Hotline to be occurring at a hotel, 2,920 or 81 percent of those were used within the escort services business model.

Escort services using hotels primarily function one of two ways: an “in-call” model or an “out-call” model. In-calls are when the trafficker or victim books the hotel room where the victim is usually confined while buyers cycle in and out. This cyclical business operation is often repeated in numerous hotels as the trafficker moves victims and business throughout the region or country.

Contrary to popular misconception, trafficking does not only take place in cheap hotels or motels with sub-par accommodations. Instead, traffickers running in-call escort businesses look for a range of factors including convenient locations, buyer comfort, price, a hotel’s policies, procedures, and infrastructure, and whether the hotel is prone to law enforcement monitoring.

As a result of these needs, trafficking may often occur at hotel chain franchises that offer a good balance of quality and price while giving buyers a sense of anonymity and safety. Survivors in Polaris focus groups also mentioned that these hotels are perceived by traffickers to have distracted and busy staff, which allows trafficking to go undetected. There is currently no research to indicate the average length of time a trafficking operation stays at one hotel. Focus group participants noted that a city’s current demand, local events, and law enforcement vigilance are just some of the factors considered when choosing to relocate.

An in-call trafficking business model can provide hotel staff with more opportunities for identification since the victim and trafficker are



typically both on site for an extended period of time (as opposed to one night). In these cases, there is typically a reservation and payment footprint associated with the victim or trafficker, and there is usually more foot traffic on the property from buyers.

While more research is needed to analyze who is typically reserving the hotel rooms and how they are paying, the Polaris survey elicited some preliminary results. Forty-five percent of respondents stated that the hotel was booked under the trafficker’s name with a close 44 percent reserved under a victim’s name.

The vast majority of survey respondents - 74 percent - reported their rooms were usually paid for in cash. However, these results should be seen in the context of the times, as many survey respondents were trafficked during an era when hotel cash payments were more widely accepted as normal protocol. Therefore, this research is worth replicating with survivors who experienced their trafficking more recently, as many hotel procedures regarding payment have evolved. Polaris believes that travel websites and travel fare aggregator sites are even more commonly used in

trafficking operations today.

“Out-calls” are when the victim is delivered to the buyer’s location, which is often a hotel room but can also be a residence. While it is possible that hotel staff are able to detect potential sex trafficking activity in out-calls, it is less likely due to the duration of time the victim is at the hotel, lack of visits to the hotel room, lack of interaction with staff, and the fact that the trafficker is not typically present on-site. Because of these barriers, it can sometimes be very difficult for a hotel to decipher between prostitution and sex trafficking using an out-call model.

## HOTELS USED IN OTHER TYPES OF SEX TRAFFICKING

Hotels and motels are also used in human trafficking via outdoor solicitation and in bars, strip clubs, and cantinas. In these trafficking types, the transaction is initiated at a separate location, such as on the street, at a truck stop, or within a bar or strip club, but the sex act can be taken off-site to a nearby hotel or motel.

In some Hotline cases, owners and operators of illicit bars, strip clubs, or cantinas have sometimes been reported to have an “off-the-books” arrangement with area hotels to facilitate this illegal activity. To most hotel staff, these sex trafficking types will likely look similar to those of out-call escort services.

The National Hotline has received reports of other sex trafficking typologies such as pornography (23 cases), residence-based sex trafficking (50 cases), and personal sexual servitude (13 cases) using hotels as an occasional or supplementary location for their crimes.

In one survey of LGBT youth who were involved in New York’s sex trade

economy (mostly engaged in survival sex), 57 percent stated that they traded sex with customers at hotels.

## INCIDENTS

In March 2019, three Philadelphia hotels were named in a lawsuit filed in the Philadelphia Court of Common Pleas for failure to take steps to prevent trafficking, according to the Philadelphia Inquirer.

The lawsuit was filed by two teenagers who were sold as prostitutes within the hotel, until they were freed by the FBI at the ages of 15 and 16. The complaint said that the victims were drugged and

forced into having sex with paying customers of the hotels for a period of several months. This is the second time one of the three hotels has been named in a sex trafficking lawsuit. The lawsuit is seeking to hold the owners and parent companies of these three hotels responsible.

Similar lawsuits were filed in Texas in April 2018 by sex trafficking victims who claim they were shuttled from truck stops to hotels in the Houston area and seen numerous times by hotel staff who failed to report suspicious behavior, according to NBC Washington. “Like you pass valet, you pass the concierge desk, you pass





maids in the hallway and nobody says anything,” one of the plaintiffs said in the lawsuit. In the Philadelphia Inquirer article, the owner of the hotel named in the suit says, “We just rent the room and that’s all we can do... if we think a lot of people are having a party in the room, we kick them out.”

But, that’s not all that hotel owners can do. Hoteliers have a moral obligation to keep an eye out for and report suspicious behaviour. Further, if it is found that they operate a business that permits human trafficking, the hotel operator could find themselves under a heap of legal and financial issues—not to mention reputational damage.

While insurance can protect the business should a hotel become involved in a trafficking incident, a hotelier’s general liability policy would primarily provide defence coverage only if the hotel was not aware of the crime. If a hotel is found to have had knowledge and permitted human trafficking, this would be deemed a criminal offense with no coverage offered. A knowledgeable insurance partner in the hospitality space can help hotels understand their coverages, as well as connect hoteliers with resources that can help with staff training and education to mitigate their risk of involvement.

### LEGAL OBLIGATION

In some states, a hotel owner may have more than a moral obligation to be vigilant when it comes to reporting signs of human trafficking under their roof, as new laws bring attention to the issue. Fifteen states have laws addressing human trafficking awareness training for hotel employees. Additionally, 13 states mandate awareness signage for human trafficking within hotels.

- Fearful or anxious individuals
- Signs of physical abuse
- Malnourished individuals or those with poor hygiene
- Individuals with no personal items or bags
- A significant age difference between companions
- Individuals dressed inappropriately for their age
- Individuals who do not have possession of their own ID
- Tattoos on individuals in similar locations that could signify branding by a specific trafficker
- Multiple computers or cell phones in a room
- Large quantities of cash
- Evidence of pornography

### EDUCATION IS KEY TO PREVENTION

The hospitality industry is seeing more and more human trafficking reported on a regular basis. Human trafficking comes in many forms such as sex trafficking, forced labor or domestic servitude.

Education, training and more education and more training are the keys for a hotel to try to stay ahead of this issue. Twelve to 18 months ago, industry leaders were training hotels on the broad issue of human trafficking. The focus now is moving toward how various departments within the hotel can identify inappropriate or suspicious behaviour. For example, the front desk could see certain behaviours, like customers paying only in cash and bringing in different guests, while housekeeping can observe “do not disturb” signs on doors for days on end or suspicious paraphernalia in a

guest’s room.

Aside from specific training programs offered at major hotel chains and what is required by various state laws, Polaris provides recommendations for hotel training to prevent human trafficking. The recommendations include the following:

Implement an anti-trafficking policy that demonstrates the hotel’s commitment to prevent trafficking of all kinds down to the franchisee level.

Consider a policy to allow rewards points to be donated to support survivor lodging.

Train staff of all levels as new hires and regularly throughout their tenure to identify suspicious activity and establish a response plan.

### TRAFFICKING INDICATORS IN HOTELS & MOTELS

Hotel employees have an ability to detect possible red flags that may indicate potential human trafficking in both traffickers and victims due to their close proximity to hotel guests and access to their rooms. Below are just some observable signs for which to be vigilant. However, not all of these indicators are indicative of human trafficking on their own. As an example, signs that a party occurred in a room could indicate a variety of scenarios that regularly occur in hotels. Additionally, hotel employees should be aware of the difference between commercial sex and sex trafficking. Some indicators listed below suggest that commercial sex may be taking place, so if employees identify those signs they should also look for additional indicators that would suggest that the potential victim in question is being subjected to some form of control, is not fully consenting to the situation at hand, or is under the age of 18.

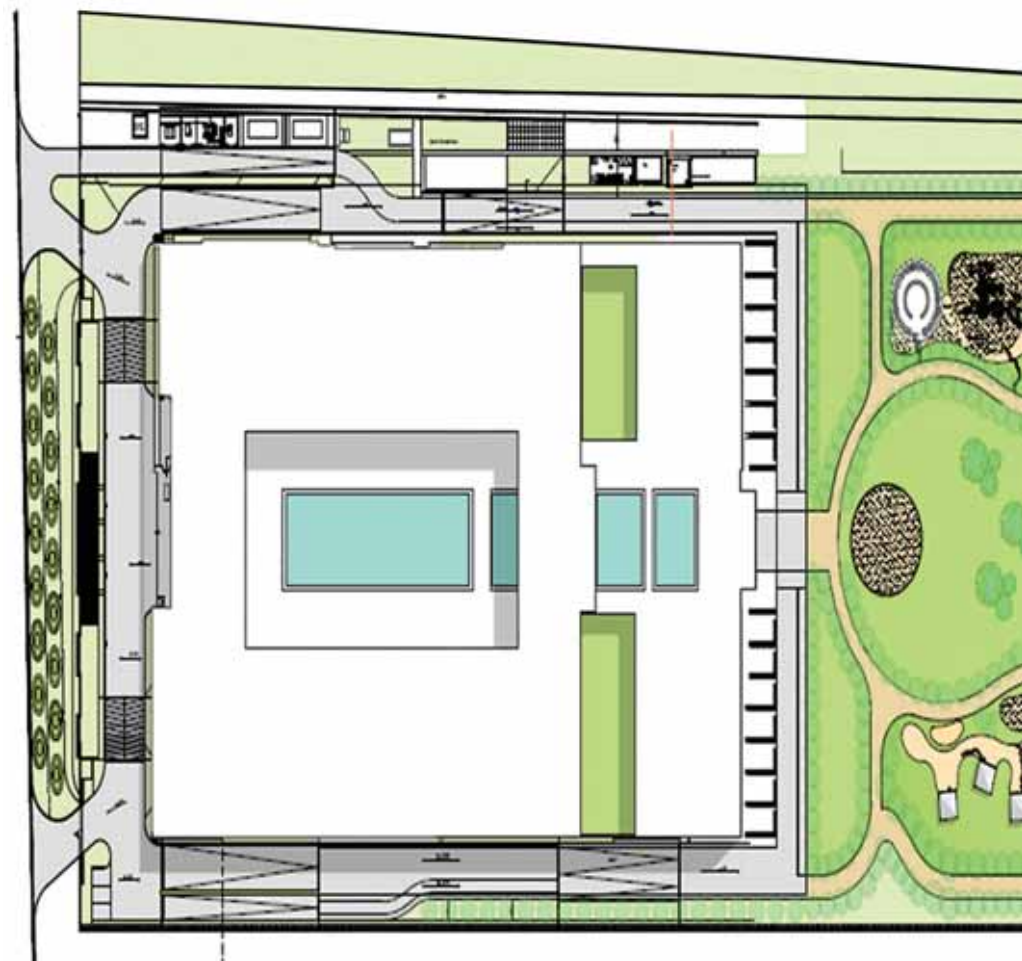
# GOING GREEN WITH

The hospitality industry's focus transition towards sustainable designs is one of the promising trends of our time. With more and more innovative ideas and designs, the paradigm shift in the industry is taking an intriguing turn, r

**D**uring the Green Building Congress 2019, our design experts presented such architectural perspectives behind a couple of our illustrious and prospective projects designed for the hospitality industry. The Indian Green Building Council (IGBC) had developed certain parameters for rating resorts based on 'guest experience, resort design & infrastructure, sustainable landscape, resort facility management, societal contribution, innovation & development.' All these parameters are providing architects with an opportunity to be directly responsible for a wide range of changes in terms of impactful designs. Let's take a tour of the design journey through some of our projects from our designer's perspective.

## SHERATON BEACH RESORT, CHENNAI

The Sheraton Beach Hotel became fully functional a year ago. The property is spread across 10 acres, of which 6 acres are kept untouched considering the Coastal Regulation Zone protection policies. The decision to go ahead and design the resort in the remaining 4 acres of land, precisely 2.4 acres being the built area, came as a challenging opportunity for our designers. However, the actual task was to come up with designs for



► Architectural plan of The Sheraton Beach Hotel, Chennai

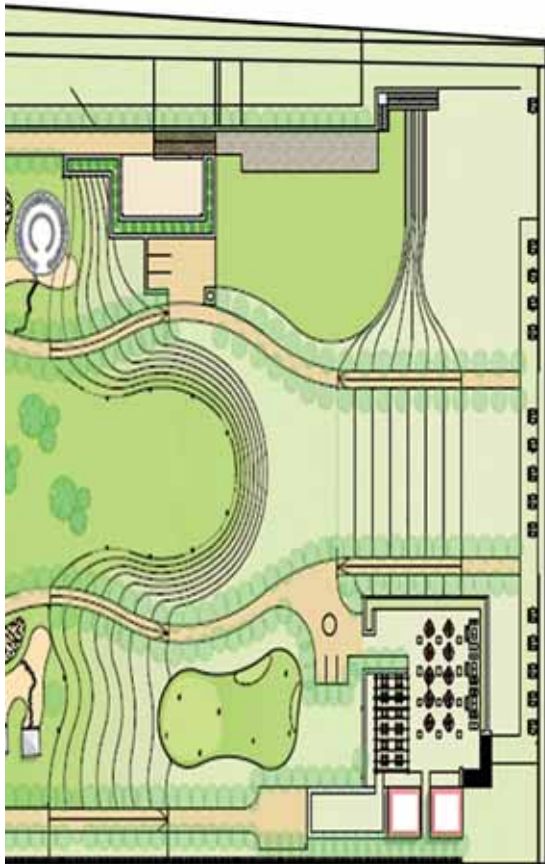
124 rooms in the given area without compromising on the perspectives and incomparable amenities.

Since the property is located adjacent to the beach, managing the land terrain was a crucial part. To do

this effectively, our experts proposed to raise the land level by 2 meters and deform the structure so that it can be converted into 4 levels. The four-level division to match the terrain helped in designing a maximum number of sea-

# H ELAN

and construction is one as and thought-driven reveals Dhamotharan S



facing rooms.

With the structural change, the central courtyard portion got reduced by almost 100 to 200 ft so that the entire central portion can be lifted for achieving a visual axis. This

design change offered a visual treat to guests as they will be welcomed with the spectacular view of the sea through the central courtyard. Establishing this visual connection with the sea was a key guiding factor

for this design thought. To highlight the palatial view from the entrance of the resort, dense landscaping has also been proposed on both sides. The design pattern focused more on providing open spaces to make it



### ► Verandah overlooking the beachfront

look spacious and airy.

Coming to the concept intent of each room, all the presidential suits are planned in such a way to get the complete access of the visual bliss. The remaining rooms would also get a good amount of visual treat of the beautiful place. The proposal of 6 feet balcony attached with each room not only added beauty elements but also helped in reducing heat gain. Out of the 124 rooms designed, 46 are sea-facing rooms and 30 rooms are with partial sea-facing, making it almost 60 per cent of the rooms getting the picturesque view of the

sea. Similar to the common areas and gathering spaces, the rooms are also designed with the idea of attaining as much natural light and ventilation as possible for efficient usage of artificial energy sources.

During our designing phase, between 2015 and 2016, we have conducted terrain analysis in the area to understand the land and its characteristics. The study helped in designing spaces that can utilize the maximum amount of natural light and ventilation to make it energy efficient. All the service areas, kitchen, pre-function areas, parking spaces,

basement, gym, etc. could take full advantage of natural light while being bright and elegant. Apart from these main areas, other human intervention areas like the store, support staff rooms, etc. are also provided with natural light and ventilation to reduce energy consumption as much as possible.

Since the Sheraton Beach resort is surrounded by thematic gardens, butterfly park, and beautiful landscapes, the number of natural visitors like butterflies and birds have increased during the course of time making it greener and beautiful.



## MAYFAIR - LAKE RESORT, RAIPUR

The breathtaking view from the Lake Resort during the mornings is nothing short of a dive into nature's lap in its most serene way.

This illustrious project is now in its pre-operational stage. The essence of this property design is that it complements the natural conditions of the land effortlessly. The resort is located in an eco-sensitive area where struc-

tural developments are to be done carefully. With the government's initiatives, this man-made lake area got expanded to almost 250 acres making it more ecologically beneficial. Within all these protected zones, the land



► A view from Mayfair Lake Resort, Raipur

allocated for building the resort was around 13.5 acres.

The principle idea of designing this island resort was to explore the beauty of the lake to its fullest. The speciality of the land is that beyond the lake, the green zone surrounded would also provide a breathtaking view. Considering these factors, our designers came up with the thought of making it a banquet resort for the entire Raipur. Given this idea, the banquet and other service areas like the spa and recreational facilities are placed away from the residential section to maintain the privacy and peacefulness for the resident guests.

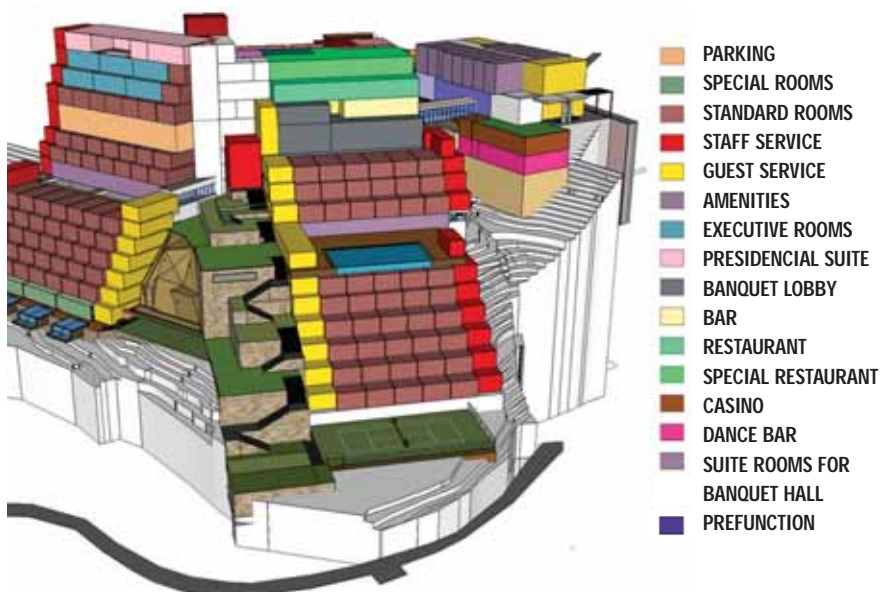
Once the master plan was developed, our experts conducted shadow

analysis keeping in mind the hot climate of Raipur. As per our studies, Raipur receives around 48 to 49°C temperature during summer which had to be addressed considering the open courtyards and other external areas. Therefore the concept of an Urban Oasis came into existence where we planted almost 15000 trees amidst the open areas. Having said that, the foliage has been planted so carefully that it never hinders the lake view from any of the residential areas. Other than the open area, trees and plants were also planted on the external surface of the resort to reduce heat gain even inside the rooms.

The resort is ecologically sustainable in each of its design phases by reducing energy consumption as

low as possible through creating non-HVAC zones (a heating and cooling system that creates customized temperature zones throughout for increased comfort) and utilizing natural light and ventilation. Air Conditioning has been provided only inside the rooms while maintaining single-loaded corridors which helped in reducing almost 20 per cent energy consumption.

Along with these, the common support service areas are given natural light and ventilation and gathering places are kept open to the external areas where there is more ventilation. The lake resort stands out among its contemporaries with its energy-efficient and eco-friendly design characteristics.



- PARKING
- SPECIAL ROOMS
- STANDARD ROOMS
- STAFF SERVICE
- GUEST SERVICE
- AMENITIES
- EXECUTIVE ROOMS
- PRESIDENCIAL SUITE
- BANQUET LOBBY
- BAR
- RESTAURANT
- SPECIAL RESTAURANT
- CASINO
- DANCE BAR
- SUITE ROOMS FOR BANQUET HALL
- PREFUNCTION

## HILL RESORT, NEPAL

Located in the lap of the majestic Himalayas, the Hill resort is one of our revered projects in making. The Hill Resort is getting constructed in Nagarkot, a village in Kathmandu valley. The total area under construction for the resort is around 4 acres with a level difference of 60 meters. The challenge for our designers during this project was the terrain itself owing to its hilly nature and sensitive ecology. Therefore, an extensive study on the contours and the terrain was conducted to learn the techniques of cutting the land, preserving soil, etc. for sustainable development.

Since Nagarkot falls in cold weather areas, the design focus was more on



### ► Hill Resort, Nagarkot in Nepal

capturing maximum heat gain, natural light, and ventilation. Considering the hilly terrain barrier-free movement was proposed as part of the design which allowed the magnificent Himalayan view from every room. The thermal analysis helped our designers plan rooms with 550 sq.ft. and grabbing maximum daylight inside the rooms. Even from the toilets, situated on the horizontal side, one can enjoy the splendor of the great Himalayas

with the given design.

A great deal of attention has also been given on the architectural legacy on the land. Keeping this traditional architecture in mind, the resort is designed to look like an individual building from the front view, whereas it is spread between 3 different towers with a separation of almost 9 meters. All the towers are provided with equal amenities and their own share of the gorgeous view

of the Nagarkot valley and the great Himalayas.

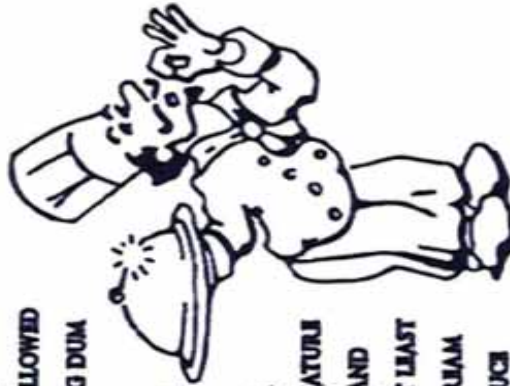
The perspective change while designing each of these prominent projects showcases a new wave of thought to be ecologically sustainable while being elegant.

Dhamotharan S is Director, Operations, FHD Group, a leading architects for designing eco-friendly hotels and luxury housing. FHD Group works on climate-focused design solutions.



# IN CALCUTTA THIS IS WHAT PEOPLE MEAN BY A WELL-BALANCED MEAL

JOIN US AT PETER CAT FOR A MEAL PREPARED IN THE TRADITION HONoured TRADITION OF INDIA. BEGIN WITH A FISH MAKHMALI AND A TANDOORI BROCCOLI FOLLOWED BY THE MOUTH WATERING DUM KI RAAN. A PORTION OF VEGETABLE MALAI KOFTA OR IF YOU PREFER OUR CHICKEN RISHMI BUTTER MASALA. THEN OUR SIGNATURE ORIGINAL CHELO KEBAB AND LAST BUT CERTAINLY NOT LEAST A MINGLING WITH ICE CREAM AND HOT CHOCOLATE SAUCE TO MAKE YOUR LUNCH AND DINNER COMPLETE EVERY COURSE A SPECIAL TREAT. EVERYDAY AT PETER CAT.



**Peter Cat**  
 18A, PARK STREET, KOLKATA-700016, INDIA  
 +91-33-22298641, +91-33-22172942  
 INFO@HERITAGEDINING.IN



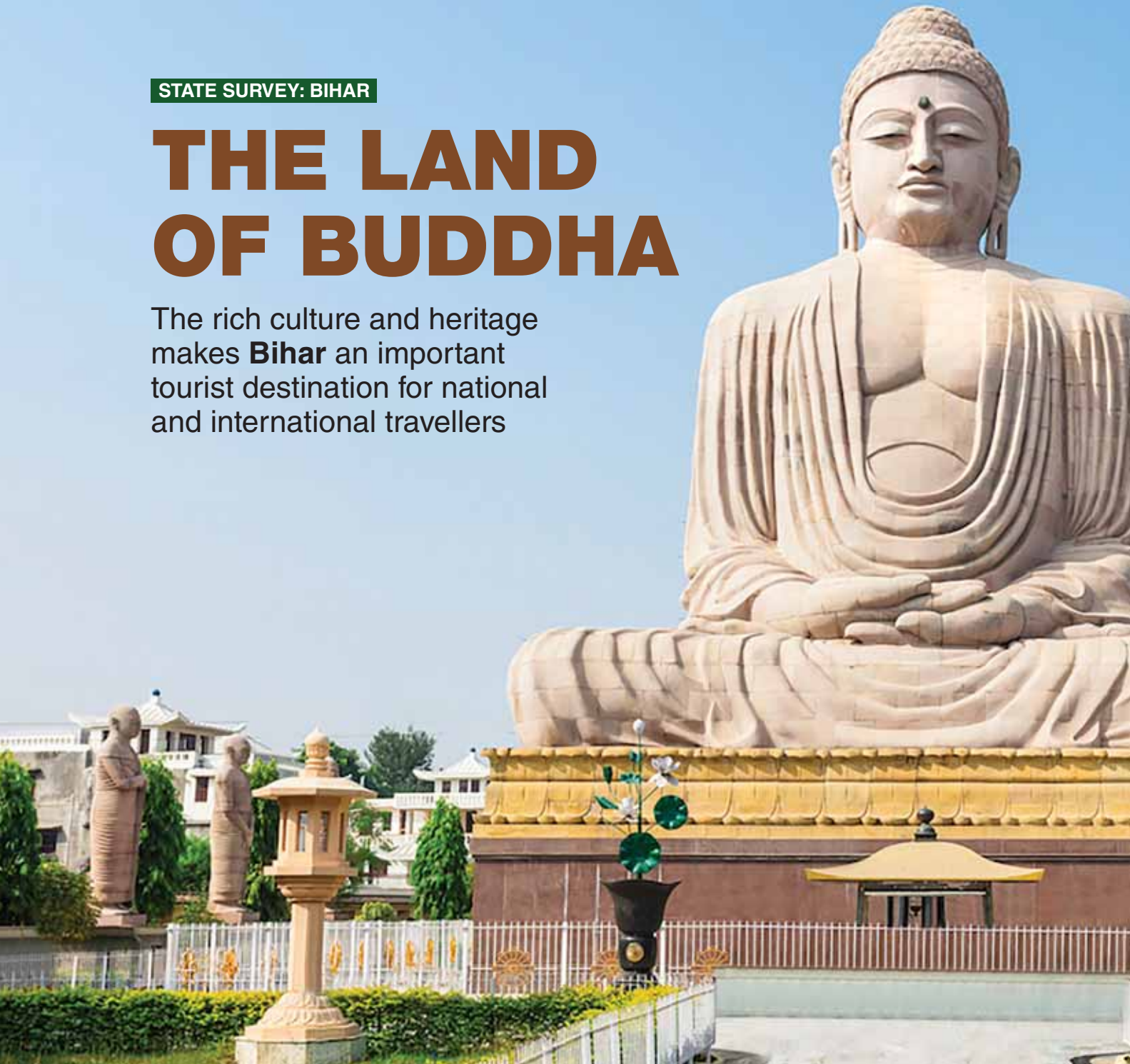
JOIN US AT MOCAMBO FOR A MEAL PREPARED IN THE TRUE HONoured TRADITION OF EUROPE. BEGIN WITH A DEVILLED CRAB, GARLIC HERB PRAWNS, FOLLOWED BY A CHICKEN PAPRIKA, CHICKEN TITRAZZINI AND ASPARAGUS CREPES, ELSE A VEGETABLE ALA KJUV OR IF YOU PREFER OUR BECKTY MEUNIER, LOBSTER THERMIDOR, AND LAST BUT NOT LEAST A BAKED ALASKA TO MAKE YOUR LUNCH AND DINNER COMPLETE EVERY COURSE A SPECIAL TREAT. EVERYDAY AT MOCAMBO.

**Mocambo**  
 25B, PARK STREET, KOLKATA-700016, INDIA  
 +91-33-22290095, +91-33-22654300  
 INFO@HERITAGEDINING.IN

STATE SURVEY: BIHAR

# THE LAND OF BUDDHA

The rich culture and heritage makes **Bihar** an important tourist destination for national and international travellers



**T**ROM the time immemorial Bihar is known as land of rich historical and cultural heritage traditions, seats of learning, archeological site, ancient universities, religious site, wildlife, and bird and tiger sanctuary. Bihar is blessed with rich cultural and historical heritage

which if developed properly, generate huge revenue for state and mass employment to its citizen

## EXISTING AREA OF TOURIST INTEREST

There are already following well defined and identified tourism

circuit broadly classified as Buddhist Circuit, Jain Circuit, Ramayan Circuit, Sufi Circuit, Gandhi Circuit and Eco Circuit. These tourist destination can be of major interest for tourist of both domestic and international travelers. Bihar posses enough resources which can be if decently packaged into world



class tourism products which can grab the interest of new age tourist. These places can be repackaged into following.

**Heritage Tourism :** With so many place of historical and archaeological importance . Religious site built in

ancient time, for instance Mundeswari temples, Rohtas Fort and many more can become major interest of tourists from domestic and across the world .

**Religious Tourism:** Recently Concluded 350th birthday celebration (Prakasha Parwa) of Guru Govind Singh

ji at Gurudwara Takht Sri Patna Sahib had attracted attention of world and created very positive image of Bihar worldwide. Bihar is also known for its Chatt Puja and can be also used to attract tourism if properly marketed.

**Health Tourism :** Spring site have tremendous potential for health tourism thanks to its had shown the medicinal values. Hot springs cure many physical ailments and ensure good health. Place such as Sitakund of Munger, Bramha Kund of Rajgir and Bhimband of Munger dist. can have potential to become health resort for development of therapeutic tourism. The present Bihar School of Yoga is also very popular and can be used to attract tourist.

**Waterfront Tourism :** The river Ganga offers vast potential for development of water based sports and activities along its stretch. Riverfront development has to taken at identified place like Patna and Bhagalpur. These river front should consist amusement park, children park, facility of toy train, eatery, small zoological park etc to attract tourist and should provide entertainment for a whole day. The river front developed at Ahmadabad can be taken as benchmark for development of waterfront. Apart from Riverfront following activities can also be carried out

**Cruise at River Ganga :** We should run luxurious air-conditioned cruise which should ply on River Ganga. The cruise can be run both on short and long haul. The short haul cruise should have facility for food along with display of cultural program on board showing the culture of Bihar. Long haul cruise can run from Banaras in north to Kolkata in East with stoppage in between at the place of tourist interest.



► Showcasing Madhubani painting, a rich cultural heritage

**Ganga Dolphin Watch :** There are only four river which have dolphin in the world. River Ganga is one of them. It is understood that out of 2000 of river Dolphin available in Ganga, 1100 are available in Bihar . Dolphin watch can be developed as major interest for tourist both from domestic as well as foreigner.

**Development of Island created in River Ganga :** We know that there are many natural Island created in the middle of river ganga. This island can be developed as modern tourist spot with good connectivity from the shore of nearby town. These

islands have potential to attract large number of tourist both from domestic and also from the overseas tourist. It is not out of way to mention that famous Haridwar city is developed on edge of a Canal coming out from the main river Ganga. We can think of developing such city on one of several island available in River Ganga.

**Arts, Crafts and Rural Tourism :** There are huge demand for rural tourism where tourist want to have taste of life of village and want to see how people are staying in the village. These model villages should have all basic facilities for comfort of tourist.

This tourist village should have facility to showcase our cultural heritage, crafts display like demonstration of Madhubani painting, pottery, Milking of animal, Ponds for fishing activates, Farm with fresh vegetable, Spinning of silk yarn , Folk Music , dance and drama which are popular in Bihar. These theme village should located near city and should be well connected by road.

**Wild life / Bird Sanctuary and adventure Tourism :** Balmiki Tiger reserve , Kaimur Sanctuary and others area can be developed for wildlife tourism. Wild life



### ► The ruins of Nalanda University

Sanctuaries need to be equipped with necessary infrastructure in terms of accommodation, watchtower, experienced naturalist etc. Similarly Kanwar lake of Begusarai and Berlla Lake of Vaishali which attract large number of migratory birds can be developed as bird sanctuaries.

#### **Development of Tourism cluster :**

Nalanda and Rajgir have been developed but need to be upgraded with world class tourist infrastructure though credit goes to the personal interest and guidance shown by Hon CM Sir for the development effort put in till now. Similarly Gaya

and Bodhgaya are also reasonably developed and already popular among tourists but they too need further infrastructure upgrade to world class. There is huge potential for development of Bhagalpur Cluster which can cover area from Munger, Vikramshila, Bhimbandh etc. Similarly Sasaram cluster which can cover area from Sasaram and Famous Mundeswari Temple. These clusters should be developed on mission mode and should be completed in two to three years. Promotion of local cuisine and sweets: Bihar hosts several mouth-watering dishes available only in Bihar like Litti Chokha,

Chura Dahi, Khobhi lie from Barh and Dhanarua, Khaza from Silwaha, Peda from Biharsharif, Khirmohan from Champaran, Tilkut from Gaya, Belgrami from Udwanagar and Balushahi from Runni Saidpur. There are several other dishes which can be explored. These dishes have a unique taste and had potential to become popular among tourists. These dishes can be promoted by conducting food festivals both in Bihar and outside Bihar to showcase their delicacy. This will also supplement our CM's dream of one Bihar Food in every plate of India.

Capital city Patna A centre for MICE,



► Gurudwara Takht Sri Patna Sahib

business and tourism – A gateway for arrivals: Patna can now boast of an international standards of museum, Budha Jayanti Park, Upcoming ganga water Front, Marine Drive and host of religious site. It's proximities to tourist destinations, particularly in North Bihar. With new airports and convention facilities, Patna will be a major MICE (M – Meeting, I – Incentive, C – Convention, E – Events) Patna hence can apart from destination itself, can be a gateway to all parts of the state.

## NEEDS ATTENTION ON:

**Connectivity** - Bihar is linked by State & National Highways. Road condition has improved but it required further up graded so that travel time can be minimized between the tourist spot.

**Accommodation** - We required a host of good / star hotels to cater the need of domestic as well as overseas tourist. These accommodation should be capable to need of budget customer, Tourists on leisure trip and also from the affluent class. Bihar State Tourism Development Corporation (BSTDC) can rope in Private Guest

House / Apartment etc near the major tourist area for tourist accommodation. Several available Govt. guest house spread all over Bihar can also be used to accommodate tourist through centralized booking engine.

Development of Airport ; Bihar is having two functional airports at Patna and Gaya . Two more airport one at Bhagalpur and other at Motihari / Raxual will serve the need of Tourist and also local citizen. Now Govt. of India is also promoting air service to small cities under UDAN scheme (Dharbhanga and Kishanganj already taken under UDAN). We can be benefitted from the above scheme.

**Hospitality** – Tourist required very special service. Government Hotel / Guest House / Transportation service should run on PPP mode by the known hospitality service provider. This will increase the revenue of Govt and at same time the Tourist can avail better services .

**Promotion Program** – To portrait favourable image of Bihar across India and as well as in Countries like Japan,

South Korea, Bangladesh, Thailand, Sri Lanka, UK, Germany, USA and Nepal etc for an effective marketing of Bihar tourism and to improve the perception about Bihar in India and abroad. Brand Bihar need to be created by roping in famous personality from Bihar to create a brand image of Bihar.

**Tourist Police:** It is suggested that Govt. should create the cadre of Tourist Police headed by an IG . The tourist police should be responsible for security, should assist as tourist guide, local help and should be responsible for first and last point contact for the tourist visiting.

**Regulated development of the destination:** A comprehensive development plan for each destination needs to put in place to identify hotel sites and other tourist related infrastructure. Assistance of consultant should be taken to prepare master plan for development.

It is not out of way to mention that many countries like Bali, Cambodia, Thailand, Fiji, Maldives, Nepal and Switzerland etc are having tourism as major source of income and their economy thrives mostly on tourism.

Every living person of globe who believes in Hinduism, Sikhism, from Jainism and Buddhism has religious reason to visit Bihar once in their life time. We should able to extend their stay at Bihar by increasing tourism faculties / Activities. Bihar had potential to upgrade to world class tourism destination. This will not only increase the per capita income of the state, but it will also add employment of its citizen. I am very sure that tourism is having potential to remove poverty of Bihar and Bihar will regain its lost glory.

*Courtesy: Bihar Industries Association*



## VISION

- ✌ Make the Eastern Region comprising 12 States and a Union Territory a flourishing destination for domestic and foreign tourists by projecting their captivating tourism assets.
- ✌ Promoting best industry practices and setting benchmarks for industry constituents.

## MISSION

- ✌ A common voice for hotels, restaurants and associates for unhindered progress of the hospitality industry in the country's Eastern Region.
- ✌ Create value for members by ensuring government policies remain supportive of tourism and the industry.



# Launched in The City of Joy



A Comprehensive pocket friendly guide

Please Contact us  
For Complimentary Copy/Advertising Options



Glimpses from  
Launching Ceremony  
dated 30th Dec, 2019

An initiative from Jain Enterprises



Join us to  
Expand  
your  
Reach



Scan QR

 Jain Enterprises

5 Fancy Lane, Kolkata- 700 001 Tel: (033) 4000 6969, 2248 5349

E-mail : kolcityinfo@gmail.com, www.kolkatacityinfo.com

