

AMITY UNIVERSITY

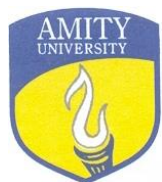
RAJASTHAN

Amity School of Hospitality (ASH)

Bachelor of Hotel Management (BHM)

List of students undertaking field project or research projects or internships.

Program Code	Programme name	Name of the students
12289	BHM	Chandrashekhar Gurjar
12289	BHM	Shivansh Pawa
12289	BHM	Yianshu Shekhawat
12289	BHM	Ayush Yadav
12289	BHM	Yashraj Singh Yadav
12289	BHM	Rishi Jain
12289	BHM	Vikram Choudhary
12289	BHM	Sachin Kumar
12289	BHM	Yukta Anil Kankaria
12289	BHM	Deepak Sharma
12289	BHM	Vanshika Rajesh Agrawal
12289	BHM	Chetan Ora
12289	BHM	Shiv Pratap Singh
12289	BHM	Pushpdev Singh
12289	BHM	Sumit Kumar Jangid
12289	BHM	Pankaj Kumar
12289	BHM	Suryajeet Singh Chauhan
12289	BHM	Manan Jain
12289	BHM	Abhijeet Bundela
12289	BHM	Abhijeet Singh Shekhawat
12289	BHM	Anuj Sharma
12289	BHM	Anushka Gupta
12289	BHM	Gaurav Singh
12289	BHM	Hitesh Ashwani
12289	BHM	Karan Singh
12289	BHM	Nishit Saxena
12289	BHM	Sahil Arya
12289	BHM	Sahil Khan
12289	BHM	Sandeep Singh Bisht
12289	BHM	Jeet Gandhi
12289	BHM	Prerna Harchandani
12289	BHM	Mohd Soyef Khan
12289	BHM	Naveen Kumar



AMITY UNIVERSITY

— R A J A S T H A N —

12289	BHM	Rekha Krishnan
12289	BHM	Rohit Kumar
12289	BHM	Sayed Karimulla
12289	BHM	Srishti Nath
12289	BHM	Taruver Kaushik
12289	BHM	Vidhanshu Bhati
12289	BHM	Vikas Poonia
12289	BHM	Aishwarya Panwar
12289	BHM	Chhatrapal Sain
12289	BHM	Arjun Pratap
12289	BHM	Kranti Sanjay Avatade
12289	BHM	Kirtan Patel
12289	BHM	Atharva Hemant Ranade
12289	BHM	Aditya Sharma
12289	BHM	Puneet Parashar
12289	BHM	Shivansh Kumar
12289	BHM	Vaipulya Mehta
12289	BHM	Aryan Kumar
12289	BHM	Radhika Sahni
12289	BHM	Vikas
12289	BHM	Vibhor Yagnik
12289	BHM	Bhawani Singh Narania
12289	BHM	Harsh Kumar
12289	BHM	Daksh Chaudhary
12289	BHM	Karthik Sai Krishna Yadav
12289	BHM	Tarun Garhwal
12289	BHM	Khushal Jodh
12289	BHM	Harsh Kundliya
12289	BHM	Manish Singh
12289	BHM	Rishi Gehlot
12289	BHM	Sushanto Mazumdar
12289	BHM	Abdul Samad
12289	BHM	Naindeep
12289	BHM	Deependra Singh
12289	BHM	Sanjay Bhagwanani
12289	BHM	Ameer Soheli
12289	BHM	Anusha Gehlot
12289	BHM	Karamdeep Singh
12289	BHM	Riyanshi Sharma



WELCOMHOTEL
THE SAVOY MUSSOORIE
MEMBER ITC'S HOTEL GROUP

24th March 2021

To Whomsoever It May Concern

This is to certify that **Mr. Chandrashekhar Gurjar S/o Shri Prakash Chand**, student of **Amity University, Jaipur**, has done his Industrial Exposure training from **1st January, 2021 to 23rd March, 2021** in the following department.

1. Front Office
2. Housekeeping

During his Industrial Exposure Training, we found his very hardworking & sincere towards his training. We wish his all the best for his future endeavor.

From **Welcomhotel The Savoy, Mussoorie**

Arun Kumar Joshi
Human Resource Manager





Jawahar Lal Nehru Marg
Near Trimurti Circle, Jaipur-302004 (Raj.)
Ph : +91 141 5199199 Fax : +91 141 5199195
E-mail : inquiry@granduniara.com
Website : www.granduniara.com

Date-16-03-21

TO WHOM SO EVER IT MAY CONCERN

This is certify that Mr. Shivansh Pawa S/O Mr. Manish Pawa Student Amity School of Hospitality University Rajasthan has completed his industrial Training in F & B Service & House Keeping Department in Grand Uniara A Heritage Hotel Jaipur from 25 Dec 2020 to 15 March 2021 during his Training tenure he has been found good Sincere honest and Hard Working.

We wish his for best future Endeavour.

For Grand Uniara A Heriage Hotel Jaipur.

For GRAND UNIARA
(A Unit of Anukriti Bundestate)


Authorised Signatory
Authority Signatory

Radisson

Date: 08th October 2021

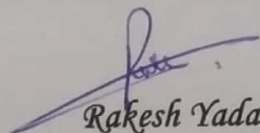
To Whom So Ever It May Concern

This is to certify that *Mr. Yianshu Shekawat S/o Mr. Shailendra Singh* Student of *Amity University (Jaipur)* has undergone *Industrial Trainee in All Department* of our hotel from *01st January 2021 to 31st March 2021* successfully.

During the period of training we found him conduct "GOOD"

We wish him very success in his future endeavor.

For *Radisson Jaipur City Center*



Rakesh Yadav
Assistant Human Resource Manager





InterContinental Hotels Group

I-Intern Program

This certificate is awarded to
AYUSH YADAV

Student of **AMITY UNIVERSITY JAIPUR**

For successfully completing Industrial Training

At Crowne Plaza Jaipur Tonk Road

From **01-01-2021** to **24-03-2021** with 100% Attendance

Overall Performance Rating: 4 (Consistent over performance)



"All of you" at IHG

Shrieyya Sharma

Assistant Manager Learning & Quality

Shelly Bhardwaj

Human Resource and Training Manager

IHG

INTERCONTINENTAL
HOTELS & RESORTS

KIMPTON
HOTELS & RESTAURANTS

HUALUXE
HOTELS AND RESTAURANTS
華邑酒店及餐廳

Holiday Inn

InterContinental

STAYBRIDGE
SUITES

IHG Rewards
Club

hotel
INDIGO

EVEN
HOTELS

CROWNE PLAZA
HOTELS & RESORTS

InterContinental

InterContinental

CANDLEWARD
SUITES

*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.

Krishna Jungle
Resort

Training Certificate

Krishna Jungle
Resort



This is to certify that

YASHRAJ SINGH YADAV

has undergone Industrial Training

from **2nd January 2021 to 28th March 2021 (84 days)** at

KRISHNA JUNGLE RESORT

he has successfully completed the training in the following departments:

HOUSE KEEPING

FOOD PRODUCTION

FRONT OFFICE

FOOD AND BEVERAGE

HUMAN RESOURCES MANAGER

MANAGER



InterContinental Hotels Group

I-Intern Program

This certificate is awarded to
RISHI JAIN

Student of **AMITY UNIVERSITY RAJASTHAN**

For successfully completing Industrial Training
At Crowne Plaza Jaipur Tonk Road

From **01-01-2021** to **31-03-2021** with **97% Attendance**

Overall Performance Rating: **4** (Consistent over performance)



Shriyeta Sharma

Shriyeta Sharma
Assistant Manager Learning & Quality

Shelly Bhardwaj

Shelly Bhardwaj
Human Resource and Training Manager

IHG

InterContinental Hotels Group
Kimpton
Hotel Indigo
Crowne Plaza
Holiday Inn
Holiday Inn Express
Hampton by Hilton
Tru
Canopy by Hilton
IHG One Rewards

22nd March 2021

To Whomsoever It May Concern

This is to certify that Mr. Vikram Choudhary S/o Shri Kushal Singh, student of Amity University, Jaipur, has done his Industrial Exposure training from 1st January, 2021 to 21st March, 2021 in the following department:

1. Front Office
2. Housekeeping
3. F&B Service
4. F&B production

During his Industrial Exposure Training, we found his very hard working & sincere towards his training. We wish his all the best for his future endeavor.

From Welcomhotel The Savoy, Mussoorie



Arun Kumar Joshi
Human Resource Manager



24th March 2021

To Whomsoever It May Concern

This is to certify that **Mr. Sachin Kumar S/o Shri Vinod Kumar**, student of **Amity University, Jaipur**, has done his Industrial Exposure training from **1st January, 2021 to 23rd March, 2021** in the following department.

1. **Front Office**
2. **Housekeeping**
3. **F&B Service**

During his Industrial Exposure Training, we found him very hardworking & sincere towards his training. We wish him all the best for his future endeavor.

From **Welcomhotel The Savoy, Mussoorie**



Arun Kumar Joshi
Human Resource Manager



SURAT MARRIOTT HOTEL

Present this

CERTIFICATE

To YUKTA ANIL KANKARIA

of AMITY UNIVERSITY, JAIPUR

in recognition of successfully completing Industrial Exposure Training

from 04-01-2021 to 04-04-2021

F&B SERVICE, HOUSEKEEPING, FRONT OFFICE, CULINARY

GJHM HOTELS

Amiit
Mehta
General Manager



Jachindra Jena
Jachindra Jena
Cluster L&D Manage



SURAT MARRIOTT HOTEL

Present this

CERTIFICATE

To _____
of _____
YUKTA ANIL KANKARIA
AMITY UNIVERSITY, JAIPUR

in recognition of successfully completing Industrial Exposure Training

from _____
04-01-2021 to _____
04-04-2021

in _____
F&B SERVICE, HOUSEKEEPING, FRONT OFFICE, CULINARY

at _____
GJHM HOTELS

Amit

Amit Mehta
Director & General Manager



**EMPOWERING
OUR PEOPLE**

Jachindra

Jachindra Jena
Cluster L&D Manager



AMITY UNIVERSITY

RAJASTHAN

To,

Mr. Deepak Sharma
BHM-VI
Amity School of Hospitality
Amity University Rajasthan

Dear Mr. Deepak Sharma,

You have not completed your three months industrial training which is an integral part of your course curriculum towards the award of your four Year Degree Program. Hence it is suggested to complete your 3 months Training Program to the earliest and submit the necessary certificate along with log book, Hard Bound Training Report and a Power Point Presentation of your Training Learning Outcome

Wishing you all the very best.

Thanking You,
Best Regards,

Sanjeeb Pal
5/4/21

Prof. Sanjeeb Pal
Director, ASH
Amity School of Hospitality



CERTIFICATE OF APPRECIATION

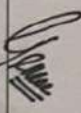
Ms. Vanshika Agarwal

Of Amity University, Jaipur

We appreciate sincerity and commitment displayed during her Industrial Exposure Training. Performance had been highly commendable and was excellent throughout the training tenure.

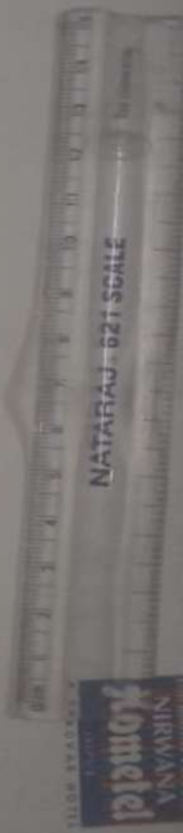
We wish her all the best for her future endeavours.

April 05, 2021


Jachindra Kumar Jena
Cluster L & D Manager

SURATMARRIOTTHOTEL
Andhra Nigrahan, Surat Dumas Road,
Surat-395007
T: +91 261 7117000 F: +91 261 1232394
www.marriott.com/INMC


MARRIOTT
SURAT



March 23, 2021


TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Chetan Ora S/O Mr. Vinod Kumar Ora has completed his Industrial Training with Hotel "Nirwana Homitel Jaipur" A Sarovar Group of Hotels in All Operational Department from 25th Dec., 2020 to 20th March, 2021.

His performance was found Excellent

We wish his all the success in his future endeavor.

For Nirwana Homitel, Jaipur


Pushpendra Sharma
AM-Human Resource



March 23, 2021

TO WHOM SO EVER IT MAY CONCERN

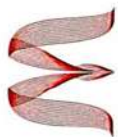
This is to certify that **Mr. Shiv Pratap Singh S/O Mr. Ravindra Singh** has completed his industrial Training with Hotel "Nirwana Homitel Jaipur" A Sarovar Group of Hotels in **All Operational Department** from 25th Dec., 2020 to 22nd March, 2021.

His performance was found Excellent.

We wish his all the success in his future endeavor.

For Nirwana Homitel, Jaipur


Pooja Pandey Sharma
A-1-Human Resource



1st April 2021

To Whomsoever It May Concern

This is to certify that **Mr. Pushpdev Gurjar S/o Shri Hardev Gurjar**, student of **Amity University, Jaipur**, has done his Industrial Exposure training from **1st January, 2021 to 31st March, 2021** in the following department.

1. Front Office
2. Housekeeping
3. F&B Service
4. F&B Production
5. Human Resource

During his Industrial Exposure Training, we found him very hard working & sincere towards his training. We wish him all the best for his future endeavor.

From Welcomhotel The Savoy, Mussoorie


Arun Kumar Joshi

Human Resource Manager





March 23, 2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Sumit Kumar S/O Mr. Devendra Kumar** has completed his Industrial Training with Hotel "Nirwana Homitel Jaipur" A Sarovar Group of Hotels in **All Operational Department** from 25th Dec, 2020 to 20th March, 2021.

His performance was found Excellent.

We wish his all the success in his future endeavor.

For **Nirwana Homitel, Jaipur**

Pushpendra Sharma
AM- Human Resource

A circular purple stamp with the text "NIRWANA HOMITEL JAIPUR" around the perimeter and a signature in the center.

A UNIT OF MIEL HOTELS PVT. LTD.
CN : U55101RJ2011PTC035639

4, D-Villa, Bhasa Kothi Circle, Station Road, Jaipur - 302001 Tel : 0141 444 5000, Fax : 0141 444 3030
Email : jhm@sarovarhotels.com www.sarovarhotels.com

26th March 2021

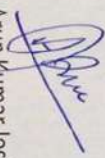
To Whomsoever It May Concern

This is to certify that **Mr. Pankaj Garg S/o Shri Lalpat Rai**, student of **Amity University, Jaipur**, has done his Industrial Exposure training from **1st January, 2021 to 26th March, 2021** in the following department:

1. **Front Office**
2. **Housekeeping**
3. **F&B Service**

During his Industrial Exposure Training, we found his very hardworking & sincere towards his training. We wish his all the best for his future endeavor.

From **Welcomhotel The Savoy, Mussoorie**


Arun Kumar Joshi
Human Resource Manager





InterContinental Hotels Group

I-Intern Program

This certificate is awarded to
SURYAJEET SINGH CHAUHAN

Student of **AMITY UNIVERSITY RAJASTHAN**

For successfully completing Industrial Training

At Crowne Plaza Jaipur Tonk Road

From **01-01-2021** to **31-03-2021** with 97% Attendance

Overall Performance Rating: 4 (Consistent over performance)



“All of you” at IHG

Shrieyya Sharma
Assistant Manager Learning & Quality

Shelly Bhardwaj
Human Resource and Training Manager

IHG

INTERCONTINENTAL
HOTELS & RESORTS

KIMPTON
HOTELS & RESTAURANTS

HUALUXE
HOTELS AND RESTAURANTS
華庭酒店

H
Holiday Inn

H
Hilton

STAYBRIDGE
SUITES

hotel
INDIGO

EMERALD
HOTELS

CROWNE PLAZA
HOTELS & RESORTS

H
Crowne Plaza

H
Candlewood

CANDLEWOOD
SUITES

IHG Rewards
Club

*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.

1st April 2021

To Whomsoever It May Concern

This is to certify that **Mr. Manan Jain S/o Shri Ashok Jain,** student of **Amity University, Rajasthan,** has done his Industrial Industrial Exposure training from **1st January, 2021 to 31st March, 2021** in the following department:

1. Front Office
2. Housekeeping
3. F&B Service
4. F&B Production
5. Human Resource

During his Industrial Exposure Training, we found him very hard working & sincere towards his training. We wish him all the best for his future endeavor.

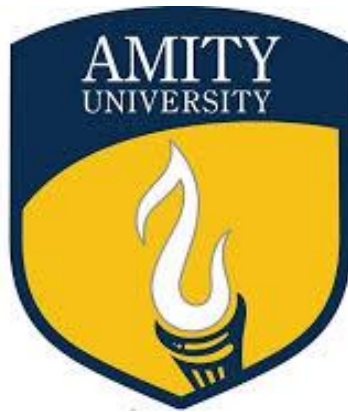
From **Welcomhotel The Savoy, Mussoorie**



Arun Kumar Joshi
Human Resource Manager



AMITY UNIVERSITY RAJASTHAN



DISSERTATION 2017 -2021

COVID 19 IMPACT ON INDIAN HOTELS AND EXPIENCE OF CONTACT-LESS SERVICE BECOME NEW NORMAL

BACHELORS IN HOTEL MANAGEMENT
AMITY SCHOOL OF HOSPITALITY

Dissertation Supervision By:

Dr. Yashwant Singh Rawal
Professor, Amity School Of Hospitality,
Amity University Rajasthan

Submitted By:

Mr.Abhijeet Bundela
Student,Amity School Of Hospitality,
Amity University Rajasthan

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Present this

Certificate

To : Mr. ABHIJEET BUNDELA

Of : AMITY UNIVERSITY RAJASTHAN

In recognition of successfully completing
On Job Training

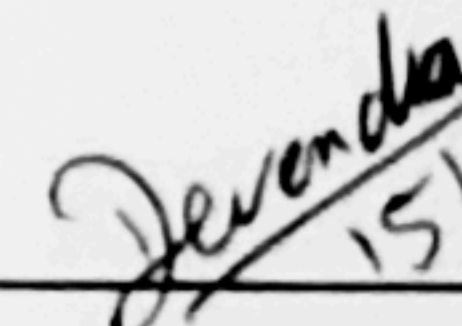
from : January 2021 to: March 2021

In vanaashrya -Sariska Alwar, Rajasthan


15/03/2021

Resort Manager




15/3/21

General Manager

VANAASHRYA

(A Unit of Nomads Luxury Adventure Solutions Pvt. Ltd.)

15th March 2021

TO WHOMSOEVER IT MAY CONCERN

This is to appreciate the efforts of **Mr. Abhijeet Bundela** from **Amity University Jaipur, Rajasthan** who has finished his job training at VANAASHRYA -Sariska Alwar. During the training he has shown great keenness in understanding **FRONT OFFICE** and **RESERVATIONS** operation and this certificate is issued to his as an appreciation of his outstanding level, corresponding to the standards that are maintained at the resort.

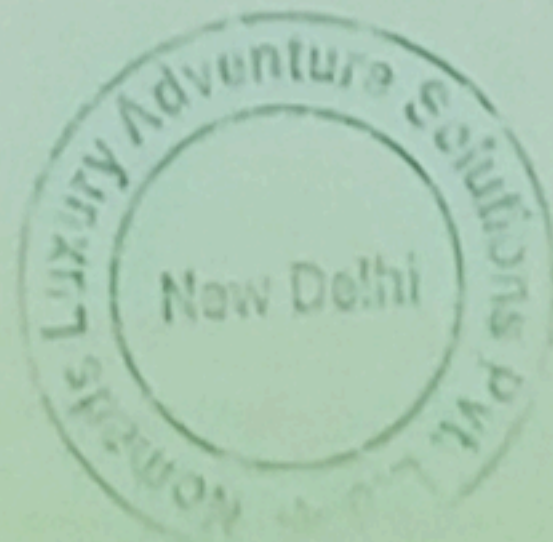
We wish him the best in all his future endeavor.

From: Nomads Luxury adventure solutions Pvt. Ltd.

UNIT: VANAASHRYA

MR. Raj Rout

RESORT MANAGER



Certificate of Training



Amity University Rajasthan



Dissertation

Scope of Tribe Tourism in Rajasthan

Under the Guidance of:

Dr. Jai Sonker

Assistant Professor

Amity University Rajasthan

Submitted by:

Abhijeet Singh Shekhawat

Student

Amity School of Hospitality

ACKNOWLEDGEMENT

I take this opportunity with much pleasure to thank all the people who had Support me through the course of my journey towards submitting this Dissertation.

I would like to extend my graceful thanks to the Administrations of Amity School of Hospitality Amity University, Rajasthan for giving me an opportunity to pursue my Dissertation work

I would like to express my deep and sincere gratitude to my guide Dr. Jai Sonker Assistant Professor Amity University Rajasthan his wide knowledge and logical way of thinking have been of great value for me. His understanding, encouragement and personal guidance have provided a good basis for the present thesis. I feel privileged to express the fact that, without his constant guidance, valuable suggestions and encouragement, this work would not have been taken the present shape, I am greatly obliged to express my indebtedness and sincere thanks to him for having steered me through.

I wish to give a special thanks to Mr. Sanjeeb Pal Director of Amity School of Hospitality at Amity University. Other faculties namely Dr. Chef Saurabh Sharma, Culinary Head, Dr. Yashwant Singh Rawal, Professor, Amity School of Hospitality, Dr. Sushil Kumar, Professor, Amity School of Hospitality, Amity, Mr. Saurabh Awasthi, Assistant Professor, Amity School of Hospitality, Mrs. Adity Gupta, Assistant Professor, Amity School of Hospitality who have helped me in the micro changes and suggestions that were required during the editorial work in the dissertation.

Date: 5th April, 2021

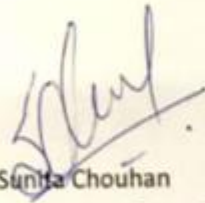
TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Anuj Sharma S/O Mr. Mahesh Chand Sharma has completed his **Job Training** from 04th January, 2021 to 31st, March 2021 in Front Office department.

During the tenure of his working with our organization he was found to be sincere, loyal and dedicated towards the organization.

We wish him success for his future endeavors.

For: The Fern – An Ecotel Hotel, Jaipur!



Sunita Chouhan
Human Resource Department

3, Airport Plaza, Tonk Road, Jaipur - 302018, Rajasthan, India
Telephone : +91-141-4121212 • Fax : +91-141-4121200
Email : mhr@fernhoteljaipur.com • Website : www.fernhoteljaipur.com



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CamScanner

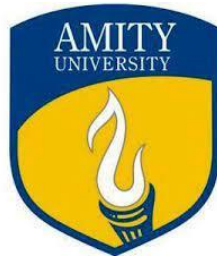


THE FERN
A LEADING ENVIRONMENTALLY SENSITIVE HOTEL
JAIPUR

A PROJECT REPORT

ON

Impact Of Online Marketing On Sales Of Hotel



Submitted to Amity University, Department of Hotel Management in fulfillment of project of 8th Semester for Award of bachelor's degree in Hotel Management and Catering Technology Session (2017-21)

Submitted To: -

**Dr. Saurabh sharma
Research Coordinator**

Submitted By: -

**Anuj Sharma
BHM 4th Year**

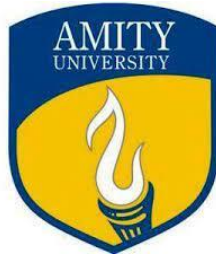
Under Guidelines of: -

Ms. Adity Anand

**Department of Hotel Management and Catering Technology
Amity University, Jaipur**

CERTIFICATE

Amity University, Jaipur



This is to certify that a bonafide record of the project report entitled, “**Impact Of Online Marketing On Sales Of Hotel Room**” has been duly completed by **Anuj Sharma** student of BHMCT (VIII Semester) during academic year 2018-21 in the partial fulfillment for award of bachelor’s degree offered by Institute of Hotel Management, Jodhpur Rajasthan.

Research Coordinator

Dr. Saurabh Sharma,

Under guidelines of

Ms. Adity Anand

Date: 06/05/2021

Place: Jaipur

Fairmont
JAIPUR

CERTIFICATE OF COMPLETION

This is to certify that

_____ Anushka Gupta (FSB Service)

Has successfully completed ~~his~~/her ~~internship~~/On Job Training
at Fairmont Jaipur from 5th Jan. 2021 till 30th Mar. 2021


Rajiv Kapoor
General Manager


Manika K. Datta
Learning & Development Manager

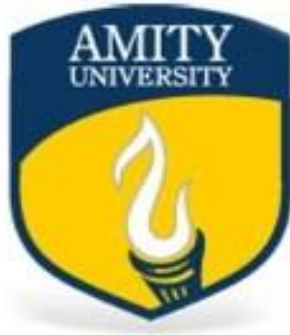
31st May 2021
Date of Issue :

FAIRMONT \ SOFITEL \ PULLMAN \ SWISSÖTEL \ MOVENPICK
GRAND MERCURE \ NOVOTEL \ MERCURE \ IBIS \ IBIS STYLES



ACCOR

AmityUniversityRajasthan



DISSERTATION

Dark Tourism and the phenomenon, the popularity.

Under supervision of:

Dr. Yashwant Rawal

Assistant professor

Amity university, Jaipur

Under the guidance of:

Dr. Chef Saurabh Sharma

Assistant professor

Amity university, Jaipur

SUBMITTED BY:

Anushka Gupta

BHM VIII

Amity School of Hospitality

A20728917021

CONTENT

- 1. INTRODUCTION**
- 2. SIGNIFICANCE OF THE TOPIC**
- 3. REVIEW OF LITERATURE**
- 4. RESEARCH METHODOLOGY**
- 5. IMPLEMENTATION**
- 6. CONCLUSION**
- 7. REFERENCES**



CROWNE PLAZA®

AN **IHG®** HOTEL

TODAY GURUGRAM

January 21, 2021

Gaurav Singh
H.No-2C Namrata Awasthi
Police Line Kota
Rajasthan
Pincode – 324001

LETTER OF OFFER

Dear Gaurav,

Thank you for your interest in working with Crowne Plaza Today, Site No-2, Sector 29, and Gurgaon. (Hereafter "**Hotel**").

With reference to your application followed by the personal interview with the concerned Department Head, Human Resources and the General Manager; we are pleased to offer you the position of "**Guest Service Associate - Food & Beverage Service**" at the Hotel, on the terms and conditions as set out herein.

For avoidance of doubt, this is an Offer Letter and the employment offered you herein is **subject to** due verification by us of your credentials and requisite background checks from your previous employer(s). Should an adverse finding emerge from said checks and/or verifications, the offer to you herein shall stand withdrawn with immediate effect. Additionally, please note that your appointment would be strictly subject to you successfully clearing the requisite medical tests.

You are requested to kindly meet Sheril Beotra at 10:00 A.M. in Human Resource Department and collect your formal Letter of Appointment, which shall set out in detail the terms and conditions (including the break-up of your compensation package) that will govern your appointment/employment at the Hotel.

At the time of joining, you shall report to the Designation of **Restaurant Manager**.

Your joining date will be **January 25, 2021**.

We wish you good luck in your endeavors and look forward to an enduring relationship with you.

Please confirm your acceptance of this offer by signing the duplicate copy in writing. Please note if you are unable to sign the Letter of Appointment within the time period that will be communicated to you and/or commence employment on the joining date indicated hereinabove; the offer made herein shall stand revoked and automatically cancelled.



CROWNE PLAZA®

AN **IHG®** HOTEL

TODAY GURUGRAM

You are required to report at the Hotel on the above stated date at 10:00 A.M. to the Human Resources department along with mentioned documents as per "Annexure A" of this Offer Letter.

Should you have any questions regarding this offer, please feel free to contact Sanjana Bhalla (0124-4534000)

Best Regards,

For Crowne Plaza Today Gurgaon

Sheril Beotra
Director Human Resources

Accepted
Gaurav Singh



CROWNE PLAZA®

AN **IHG®** HOTEL

TODAY GURUGRAM

ANNEXURE "A"

Joining Formalities

1) Address of the medical center

Mayom Hospital
D Block, South City 1
Gurgaon-122007

Phone: 0124 411 1880

2) At the time of joining you will be required to submit a copy of the following documents:

- 1) Permanent address and age proof – Passport/ Voter ID/ Aadhar Card/ Electricity Bill/ Birth certificate, duly certified as a true copy by you.
- 2) Experience certificates from the last employer duly certified as a true copy by you.
- 3) Latest salary slips from your last employer duly certified as a true copy by you.
- 4) Academic and educational qualification certificates duly certified as a true copy by you.
- 5) Photographs – 6 clear, recent passport size photographs.
- 6) Police verification.

AMITY UNIVERSITY RAJASTHAN



DISSERTATION 2017 -2021

New Innovation in Food & Beverage Service

BACHELORS IN HOTEL MANAGEMENT
AMITY SCHOOL OF HOSPITALITY

Dissertation Supervision By:

Dr. Yashwant Singh Rawal
Professor, Amity School Of Hospitality,
Amity University Rajasthan

Submitted By:

Mr.Gaurav Singh
Student, Amity School Of Hospitality,
Amity University Rajasthan

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ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for showers of blessings throughout my dissertation work to complete the dissertation research related work and incorporate the findings successfully.

I would like to express my deep and sincere gratitude to my Research Supervisor, **Dr. Yashwant Singh Rawal**, Professor, Amity School Of Hospitality, Amity University Rajasthan for giving me the opportunity to do research under his guidance and support and providing invaluable inputs whenever required throughout this research. His dynamism, vision, topic related knowledge, sincerity and motivation have deeply inspired and encouraged me. He has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance. I am extremely grateful for what he has offered me.

I would also like to thank **Dr. Sanjeeb Pal**, Director, Amity School of Hospitality, Amity University Rajasthan who has given me a chance to work upon the chosen research topic and other faculties namely **Dr. Saurabh Sharma**, Culinary Head, **Dr. Sushil Kumar**, Professor, Amity School of Hospitality, **Mr. Jai Sonkar**, Assistant Professor, Amity School of Hospitality, **Mr. Saurabh Awasthi**, Assistant Professor, Amity School of Hospitality, **Mrs. Adity Gupta**, Assistant Professor, Amity School of Hospitality who have helped me in the micro changes and suggestions that were required during the editorial work in the dissertation.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future as well as for their love, understanding, prayers and continuous support to complete this research work. I would like to say thanks to my friends and research colleagues

Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Any omission in this brief acknowledgement doesn't mean lack of gratitude.

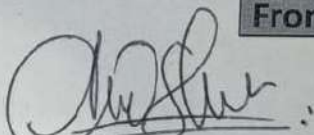
Thanking you
Gaurav Singh
BHM 8th Semester

AMAN-I-KHAS

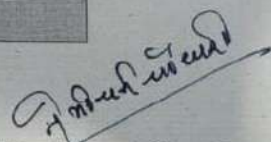
Training Completion Certificate

This is to certify that **Hitesh Ashwani** student of **Amity School of Hospitality, Jaipur** has undergone **Job Training** with us from **26th December 2020** to **31st March 2021** in the following departments.

Department	Actual Days	Present Days
	96 Days	96 Days
F&B Service	96	
Housekeeping	00	
F&B Production	00	
Front Office	00	


Anand Singh Shekhawat
General Manager




Nemi Chand Chaudhry
Director of Human Resources

NEEMRANA HOTELS PVT.
LTD.

A-20/B, Feroze Gandhi Marg, Lajpat Nagar II, New Delhi 110 024, INDIA

Ref: NHPL/HR/JT/CER

April 01, 2021

TO WHOMSOEVER IT MAY CONCERN

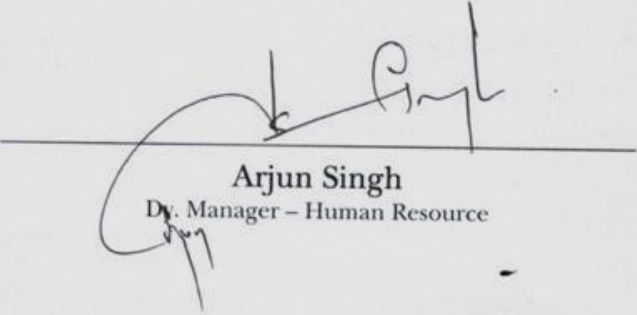
This is to certify that

Mr. Karan Singh

S/o Mr. Ashok Kumar has successfully completed his Three (3) months on the Job Training at Neemrana Fort-Palace (A Unit of Neemrana Hotels Pvt. Ltd.) in Front Office department from January 01, 2021 to March 31, 2021.

During the tenure of his training, we found his performance to be satisfactory.

We wish him all the best for all his future assignment.

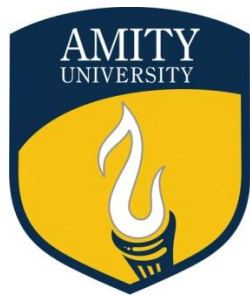

Arjun Singh

Dy. Manager – Human Resource



DISSERTATION REPORT

“Impact of Covid-19 Pandemic in Hospitality Industry”



**AMITY
UNIVERSITY**

Submitted in partial Fulfillment of requirements for the award of Degree of BHM

Submitted by:

KARAN SINGH

BHM(8TH SEM)

Under the guidance of: YASHWANT SIR

AMITY UNIVERSITY RAJASTHAN

Abstract

This study aims to investigate the effects of the corona virus epidemic on hospitality industry. In the study, evaluations were made by taking into consideration both the guest statistics and the opinions of the managers of the business. The analysis was done with the help of Excel and MAXQDA programs. As a result of the analysis, serious decreases were observed in both the group and individual sales in the overnight stay, income, incoming guests and occupancy rates of the business after the outbreak of the epidemic. The epidemic also affected the business in the short term in terms of crisis management and psychology. This study is one of the field studies showing the repercussions of the corona virus on tourism with the help of data. It also provides an insight into how hospitality businesses are acting in such a crisis situation. Therefore, the work is considered to have an important place in the literature.



ACCOR

Fairmont
JAIPUR

CERTIFICATE OF COMPLETION

This is to certify that

_____ Nishit Saxena (Front office)

Has successfully completed his/~~her~~^{his} ~~internship~~ /On Job Training
at Fairmont Jaipur from 5th Jan 2021 till 30th Mar. 2021

Rajiv Kapoor
General Manager

D. Mani Datta
Manikantak
Learning & Development Manager

31st May 2021
Date of Issue:

FAIRMONT | SOFITEL | PULLMAN | SWISSOTEL | MOVENPICK
GRAND MERCURE | NOVOTEL | MERCURE | IBIS | IBIS STYLES

Amity University Rajasthan



DISSERTATION

THE IMPORTANCE OF FIRST IMPRESSION OF GUEST AND HOW IT AFFECTS THE OVERALL EXPERIENCE OF THE HOTEL

Under supervision of:

Dr. Jai Sonker

Assistant professor

Amity university, Jaipur

Under the guidance of:

Dr. Chef Saurabh Sharma

Assistant professor

Amity university, Jaipur

SUBMITTED BY:

Nishit Saxena

BHM VIII

Amity School of Hospitality

A20728917004

CONTENT

- 1. SIGNIFICANCE OF THE TOPIC**
- 2. INTRODUCTION**
- 3. OBJECTIVES**
- 4. REVIEW OF LITERATURE**
- 5. RESEARCH METHODOLOGY**
- 6. RESULTS**
- 7. CONCLUSION**
- 8. REFERENCES**

**AMITY SCHOOL OF HOSPITALITY
AMITY UNIVERSITY
RAJASTHAN**



**DISSERTATION
2017 -2021**

COVID – 19 IMPACT ON TOURISM INDUSTRY

**BACHELORS IN HOTEL MANAGEMENT
AMITY SCHOOL OF HOSPITALITY**

Dissertation Supervision By:

Dr. sushil kumar
Amity School of Hospitality
Amity University Rajasthan

Submitted By:

Sahil arya
Bachelors In Hotel Management
Amity School of Hospitality

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my dissertation work to complete the dissertation research related work and incorporate the findings successfully.

I would like to express my deep and sincere gratitude to my Research Supervisor, **Dr. sushil kumar**, Deputy Director, Amity School Of Hospitality, Amity University Rajasthan for giving me the opportunity to do research under his guidance and support and providing invaluable inputs whenever required throughout this research. His dynamism, vision, topic related knowledge, sincerity and motivation have deeply inspired and encouraged me. He has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance. I am extremely grateful for what he has offered me. I would also like to thank him for his kindness, friend like sustainance, empathy, and great sense of humor. I am extending my heartfelt thanks to his wife, family for their acceptance and patience during the discussion I had with him on research work and thesis preparation.

I would also like to thank **Dr. Sanjeeb Pal**, Director, Amity School of Hospitality, Amity University Rajasthan who has given me a chance to work upon the chosen research topic and other faculties namely **Dr. Saurabh Sharma**, Culinary Head, **Dr. Yashwant Singh Rawal**, Professor, Amity School of Hospitality, **Dr. Sushil Kumar**, Professor, Amity School of Hospitality, **Mr. Jai Sonkar**, Assistant Professor, Amity School of Hospitality, **Mrs. Adity Gupta**, Assistant Professor, Amity School of Hospitality who have helped me in the micro changes and

THIS IS A **CONFIDENTIAL COMMUNICATION** & SHOULD NOT BE DISCLOSED TO ANY OF THE UNAUTHORIZED MEMBER IN SHIVANSH LOGISTICS .
ALSO IT IS EXPECTED THAT IT'S REPRESENTATION WILL FOLLOW OUR PRIOR APPROVAL TO ANY EXTERNAL PARTY / COMPANY INVOLVED
KINDLY TREAT THIS E MAIL AS JOINING DOCKET CUM APPOINTMENT LETTER AND TAKE PRINT OUT ONLY WHEN IT IS ABSOLUTELY NECESSARY

Partnership.Performance.Progress

OFFER CUM APPOINTMENT LETTER

DEAR Mr. SAHIL

Mob : +91 9871910209

Referring to your application & subsequent discussions, we are pleased to appoint you as **Team Lead**

Many Congratulations For Your Selection & We welcome you to the TEAM SHIVANSH!

Your selection is based on the information shared by you during the interview interaction .

Pls submit below mentioned details/documents thru return E Mail for verification :

- Your academic & Exp certificates
- Address Proof For Temporary and Permanent Locations (Aadhar Card ,Electricity Bills etc)
- Cancelled Cheque Copy/Pass book copy having bank account details
- 02 family member's contact nos
- Last 3 months salary slips/Offer Letter

Other Details and Terms & Conditions are as follows:

Date of Appointment : 15.05.21 (Regularization thru Appointment Letter)
Compensation : As per Annexure "1"
Place of work : BADARPUR /DELHI

Employment Termination : 15 days from either side or as per Mutual agreement

Other Terms & Conditions under which you can face immediate termination are as under:

- On grounds of indiscipline, malpractice, misconduct, misappropriation of the organization property, parting of vital organization information or including in any activity for the commercial purpose other than the service of the organization without prior written approval from the management.
- You remain absent continuously for 08 days including holidays & weekly off, with no information
- The Company may at it's own accord can transfer you to any of the company's Department ,Office or Head Office or another Site Location or anywhere in India at any time .
On transfer or on deputation, you will abide the rules of the company .Your refusal on transfer will be considered as non supportive to the company & your employment may be terminated accordingly.
- If you are found involved in unlawful activities or in the activities that may cause harm to company financially or it's goodwill and interest of the company either directly or indirectly.
- Receive any payments of any nature directly or indirectly from the client unless agreed in written by Your Reporting Manager /HR / Head Office Authorized Personal
- Accept employment with the client or its affiliates during the period of the work assignment without our prior permission.
- Your appointment is based on the assumption that all the information provided by you in your application and interview at the time of joining.
If, at any time, any part of it is proved to be false and / or incorrect will be a treated as a violation of the term & condition of employment & You Will be terminated.

- viii. Not Complying with the safety, health and other rules and regulations laid down by us / our client or that you have been made aware of.
- ix. You refuse to work in shifts or travel or stay at multiple geographies etc.
- x. Not maintaining all confidentiality about Shivansh logistics & will not disclose any information without written approval from Your Reporting Manager /HR / Head Office .
- xi. During the time of interview , you have not revealed any medical illness like epilepsy ,blindness, any physical disability etc. that directly hampers your working or business performance or create issues to other employees .If you are found to have hidden any such illness , you may be terminated with immediate effect

Miscellaneous

1. Retirement Age : 58 years
2. Your Full and Final Settlement shall be done in 45 days post your last working day
3. Please contact our Head Office /HR Team for final settlement
4. You declare that you have no blood relationship member or Near relationship member (Cousin) working in this organization .If Any, please declare it before joining .If later stage you find your any blood acquaintances in the company ,you will immediately inform in written to the HR Team & Your Reporting Manager
5. You will abide by the policies released and amended by organization time to time
6. If You Exit Company within 2 months of joining then 7 days salary deduction shall be made
7. In case of Termination as of any clauses from (i) to (xi) ,your complete salary may be deducted .It will be Shivansh Logistics sole right to take call on salary credit

ANNEXURE “1”

Components In salary	Per month	Per annum
Basic Salary	8550	102600
HRA	3800	45600
Conveyance allowances	1600	19200
Special allowances	5050	60600
PF contribution by employee	1026	12312
ESI contribution by employee		0
Professional Tax (PT)		0
Total deductions (PF+ESI+PT)	1026	12312
Net Salary (Gross-Total deductions)	17974	215688
CTC Calculation		
Employer PF contribution	1141	13697
Employer ESI contribution		0
CTC= Gross salary + (Employer PF+ ESI)	20141	241697

You are requested to accept and acknowledge the acceptance of terms and conditions of service

We Welcome you to the Shivansh Logistics Family once again and look forward for a long term & a fruitful association with you ,

Pls Take Care & Be Safe,

Regards,

DEVI RATN
HUMAN SELECTIONS

Certificate presented to

SAHIL KHAN

In recognition of successfully completing


ON JOB TRAINEE training

from 01-01-2021 to 30-03-2021

in FOOD PRODUCTION

Description: C:\Users\


Shaleena Singh
Human Resources Manager


Jaspreet Singh Sodhi
General Manager

Amity University Rajasthan



Dissertation report

EFFECT OF RED MEAT ON HUMAN BODY

Under Supervision of:

DR. SANNJEEB PAL

Assistant Professor

Amity University Rajasthan

Under the Guidance of:

MS. ADITY ANAND

Assistant Professor

Amity University Rajasthan

Submitted by:

Sahil khan

Student 8th sem

Amity School Of Hospitality

ACKNOWLEDGEMENT

I take this opportunity with much pleasure to thank all the people who had Support me through the course of my journey towards submitting this term paper.

I would like to extend my graceful thanks to the Administrations of Amity School of Hospitality, Rajasthan for giving me an opportunity to pursue my term paper work

I would like to express my deep and sincere gratitude to my guide **MS. ADITY ANAND** Professor Amity University Rajasthan his wide knowledge and logical way of thinking have been of great value for me. His understanding, encouragement and personal guidance have provided a good basis for the present thesis. I feel privileged to express the fact that, without his constant guidance, valuable suggestions and encouragement, this work would not have been taken the present shape, I am greatly obliged to express my indebtedness and sincere thanks to him for having steered me through.

I wish to give a special thanks to **head of the department DR. SANNJEEB PAL** Amity University for the discussion on my topic.



Fairmont
JAIPUR

CERTIFICATE OF COMPLETION

This is to certify that

Sandeep Singh Bisht (F&B Service)

Has successfully completed his/~~her~~ Internship /On Job Training
at Fairmont Jaipur from 5th Jan. 2021 till 21st Mar. 2021

Rajiv Kapoor
General Manager

W. Sauri Datta
Manikanta.K

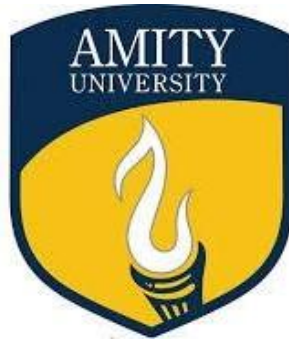
Learning & Development Manager

31st May 2021
Date of Issue:

FAIRMONT | SOFITEL | PULLMAN | SWISSÔTEL | MÖVENPICK
GRAND MERCURE | NOVOTEL | MERCURE | IBIS | IBIS STYLES

**AMITY SCHOOL OF HOSPITALITY
AMITY UNIVERSITY**

RAJASTHAN



DISSERTATION

2017-2021

**“JAIPUR AS A WEDDING DESTINATION”-GROWTH
AND COMPOSITION**

**BACHELOR OF HOTEL MANAGEMENT
AMITY SCHOOL OF HOSPITALITY**

Dissertation Supervision by:

Adity Anand

(Amity school of hospitality,

Amity university rajsathan)

Submitted By:

Sandeep singh bisht

(Bachelor of hotel

Management)

Amity University Rajasthan

2021

DECLARATION

I hereby declare that this Dissertation Project Report titled “**JAIPUR AS A WEDDING DESTINATION”-GROWTH AND COMPOSITION**” submitted to **Amity School of hospitality, Amity University Rajasthan** is a record of original work done by me under the guidance of **ADITY ANAND**. The information and data given in the report is authentic to the best of my knowledge.

Student Signature

Date:

CERTIFICATE OF TRAINING

COURTYARD
BY MARRIOTT

Date: 15th April 2021

To Whomsoever It May Concern

This is to certify that **Mr. Jeet Gandhi**, a student of Amity University, Jaipur, Rajasthan is an On Job Trainee here at Courtyard by Marriott, Surat and has successfully completed his internship in Front Office department from 16th January 2021 to 15th April 2021.

We found him to be punctual and hardworking. We wish him success in all his future endeavours.

For Courtyard by Marriott, Surat
(A Unit of Gujarat JHM Hotels Ltd.)



Jachindra Jena
Cluster L&D Manager

Courtyard by Marriott® Surat
Earthspace, Hazira Road, Opp. ONGC,
Surat, Gujarat, 394510
+ 0261414 5555
Operated under a license agreement from Marriott International, Inc.

courtyard.com

AMITY UNIVERSITY RAJASTHAN, JAIPUR



Dissertation

2017-2021

**Emerging Trends And SOP's In Front Office After Covid-19 And
Impact On Revenue.**

BACHELOR'S IN HOTEL MANAGEMENT

AMITY SCHOOL OF HOSPITALITY

Dissertation Supervision by:

Dr. Yashwant Singh

Amity School of Hospitality

Submitted by:

Jeet Gandhi

Amity School of Hospitality

Amity University Rajasthan

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THE WESTIN HYDERABAD MINDSPACE **20th November, 2020**

Raheja IT Park, Hitec City, Madhapur,
Hyderabad - 500 081
India

T +91 40 6767 6767
F +91 40 6767 7676

Prerna Harchandani
Jaipur

westin.com/hyderabadmindspace

Sub: Fixed Term Contract (FTC) Offer Letter

Dear Prerna,

It is our pleasure to inform you that you have been successful in your recruitment & selection process for the position of **Front Office Associate** at The Westin Hyderabad Mindspace, a unit owned by Chalet Hotels Ltd., on fixed term contract.

Your Compensation Sheet (Cost to the Company) is attached as annexure to this offer letter. All payments will be subject to applicable taxes.

Your expected date of joining the company would be on or around **14th December, 2020**. The duration of FTC is **11 months** from date of joining.

The other terms and conditions of your FTC will be addressed in the Letter of Appointment that will be issued to you on the day of joining.

Please note that this offer of FTC is purely provisional and your final appointment in the organization shall be subject to following:

1. Being found medically fit.
2. Satisfactory verification of the back-ground check.
3. All the information/documents, provided to secure this FTC is found to be correct, not Mis-stated or concealed or suppressed in any form.

Please sign a duplicate copy of this letter signifying your intent to accept the said offer and return it to us by **22nd November, 2020**, failing which this offer of employment will be automatically deemed to have lapsed.

Once again Congratulations! We look forward to welcoming you to The Westin Hyderabad Mindspace and having a mutually successful working relationship.

Thank you,

For The Westin Hyderabad Mindspace
(A unit of Chalet Hotels Ltd.)


P. Ujval Kalyan
Human Resources Manager

Acceptance:

I have read and understood the content of the letter and I hereby accept this offer of Front Office Associate and would be confirming the date of joining with the company.

Name: _____ Signature: _____ Date: _____

THE WESTIN HYDERABAD MINDSPACE
 "Strictly Confidential"
 FTC




Name	Prerna Harchandani	Designation	Front Office Associate
Emp ID	TBA	Department	Front Office
Effective Date	14-Dec-20	Supervisor/Manager	Front Desk Manager
City Location	Hyderabad	Band	Rank & File

Salary	Per Month	Per Annum	Remarks
Basic & DA	11,000	132,000	
House Rental Allowance	500	6,000	
Total Gross Salary in INR	11,500	138,000	
ESIC Contribution	374	4,485	As per ESIC Act 1948
Provident Fund Contribution	1,320	15,840	As per PF Act 1952
Total Retirement Benefits in INR	1,694	20,325	
Total Cost To Company	13,194	158,325	
Other Applicable Benefits			
Statutory Bonus	Yes	The Statutory Bonus will be paid as per the Payment of Bonus Act. (If applicable)	
Medical Family Plan (Hospitalization)	Yes	As per our Hotel Policy & at the discretion of Management	
Personal Accident Insurance	Yes		
Uniform	Yes		
Laundry	Yes - Uniform		
Associate's Discount Plans	Yes		

*These amounts are subject to statutory deductions under applicable Statutes/Acts.

 Prerna Harchandani



 Ujval Kalyan
 Human Resources Manager

Please note that this private salary information is deemed confidential and is an agreement between the company and you. Divulging of this information to any third party or to any other associate within this organization will be considered as a gross misconduct.

The Westin Hyderabad Mindspace is owned by Chalet Hotels Ltd.

CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY

Dissertation submitted by

PRERNA HARCHANDANI

In partial fulfillment for the award of degree

Of

BACHELORS

IN

HOTEL MANAGEMENT



**AT
AMITY SCHOOL OF
HOSPITALITY
AMITY UNIVERSITY RAJASTHAN
JAIPUR**

**Submitted By:-
PrernaHarchandaniAsst.
B.HM VIII Sem.
2017-2021
A20728917018**

**Supervised By:-
Prof.Sushil Kumar**

May,2021

DECLARATION BY STUDENT

I certify that

The work contained in this report has been done by me under the guidance of my supervisor. The work has not been submitted to any other Institute for any degree or diploma. I have conformed to the norms and guidelines given in the Ethical Code of Conduct of the Institute. Whenever I have used materials (data, theoretical analysis, figures, and text) from other sources, I have given due credit to them by citing them in the text of the thesis and giving their details in the references. Further, I have taken permission from the copyright owners of the sources, whenever necessary.

Date: 07th May, 2021.

Prerna Harchandani



1st April, 2021

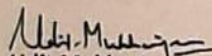
TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mohd. Soyef Khan** has successfully completed his **Job Training** in **Front Office Department** from 25th December 2020 till 25th March 2021.

During this tenure his performance and conduct was found to be Excellent.

We wish him all the very best in his future endeavors.

For Hilton Jaipur


Udit Mukherjee

Learning & Development Manager



HILTON JAIPUR

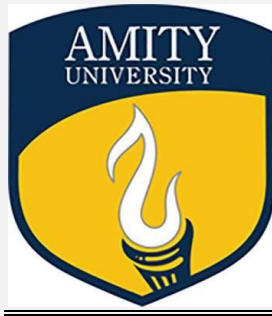
Plot Number 42 | Geejgarh House | Hawa Sadak | Jaipur 302006 | Rajasthan | India
T: +91 141 417 0000 | F: +91 141 417 0001 | E: reservations.jaipur@hilton.com
jaipur.hilton.com

HOTEL OWNER | FRUITFUL BUILDCON PVT. LTD.
8A, Karota Bagh | Kaitiya Lane | Takhte Shahi Road | Jaipur 302224 | Rajasthan | India
CIN: U70100RJ2001PTC016927



AMERICAS • EUROPE • MIDDLE EAST • AFRICA • ASIA • AUSTRALASIA

AMITY SCHOOL OF
HOSPITALITY



SUBJECT – DISSERTATION REPORT (8 SEM)

**TOPIC : CUSTOMER SATISFACTION TOWARDS
SERVICE QUALITY OF FRONT OFFICE STAFF
AT THE HOTEL**

SUBMITTED BY :

MOHD SOYEF KHAN

En. Roll no. (A20728917023)

SUBMITTED TO:

DR. SAURABH SHARMA

ACKNOWLEDGEMENT

I take this opportunity with much pleasure to thank all the people who had Support me through the course of my journey towards submitting this Dissertation report.

I would like to extend my graceful thanks to the Administrations of Amity School of Hospitality Amity University, Rajasthan for giving me an opportunity to pursue my Dissertation report.

I would like to express my deep and sincere gratitude to my guide **Dr. Saurabh Sharma** Professor Amity School Of Hospitality Amity University Rajasthan his wide knowledge and logical way of thinking have been of great value for me. His understanding, encouragement and personal guidance have provided a good basis for the present thesis. I feel privileged to express the fact that, without his constant guidance, valuable suggestions and encouragement, this work would not have been taken the present shape, I am greatly obliged to express my indebtedness and sincere thanks to him for having steered me through.

I wish to give a special thanks to **Head of Department Dr. Sanjeev Pal** Amity School Of Hospitality Amity University Rajasthan for the discussion on my topic.

Cigar

Getting Started with Cigars – An Introduction



The English word cigar came into general use in 1730 according to the Online Etymology Dictionary, being derived from the Spanish word cigarro and the French word cigar but both probably being superseded by the Mayan sicar meaning “to smoke rolled tobacco leaves”.

An excellent history of the cigar can be found [here](#), but a quick rundown of the last 500 years starts with Europeans first coming across the practice of smoking dried tobacco leaves from expeditions to the Caribbeans in the late 15th century, spreading from Spain and Portugal, then moving to France, Italy and eventually to Britain by the mid-16th century. Half a century later tobacco was commercially grown in America and by the 19th century cigar smoking was common with cigarettes still being relatively rare. By the 20th century the “cigar capital of the world” was in West Tampa Florida with over 500 million cigars being rolled in 1929 alone.

Fast forward to present day cigar making and we find that most are made by machine with a small percentage of them still being rolled by hand to add a feeling of superior quality and prestige.

There are three parts to a cigar – the wrapper, the binder, and the filler. There are different type of filler leaves and how the filler leaves are blended is what gives the cigar it’s own personal taste. Cigar tobacco falls into several categories of originating seeds whether it be Cuban, Sumatra, or Connecticut type seeds. The regions where cigar tobacco is typically grown are Cuba,

Dominican Republic, Ecuador, Honduras/Nicaragua, Mexico, United States, Cameroon/Central African Republic, Indonesia, and the Philippines with each producing different characteristics.

If you're just getting started with cigars, we'd like to help anyone willing to spend a little time to learn how to determine the difference between quality craftsmanship and an inferior roll that relies solely on marketing gimmicks. Next time, we'll talk about how to select a cigar that is just right for you and also how to choose a cigar for different occasions.

A cigar is defined as a roll of tobacco wrapped in leaf tobacco or in a substance that contains tobacco.^{1,2}

Cigars differ from cigarettes in that cigarettes are a roll of tobacco wrapped in paper or in a substance that does not contain tobacco.

The three major types of cigars sold in the United States are large cigars, cigarillos, and little cigars.^{1,2}

The use of flavourings in some cigar brands and the fact that they are commonly sold as a single stick has raised concerns that these products may be especially appealing to youth.^{3,4,5,6}

In 2018, among middle and high school students who used cigars in the past 30 days, 43.6% reported using a flavoured cigar during that time.⁶

Little cigars are the same size and shape as cigarettes, often include a filter, and are packaged in a similar way, but they are taxed differently than cigarettes. Rather than reduce consumption, cost-conscious smokers might switch from cigarettes to less costly little cigars.^{2,5,7}

Historically, cigar smoking in the United States has been a behavior of older men, but the industry's increased marketing of these products to targeted groups in the 1990s increased the prevalence of use among adolescents.³

Cigar use is higher among youth who use other tobacco products or other drugs (e.g., alcohol, marijuana, and inhalants) than among youth who do not use these products.³

Date: April 16, 2021

Emp Temp Code: 142158202

Naveen Kumar

9-378 U.i.t Colony Bhiwadi, T. Tijara Harchandpur, Bhiwadi Alwar Alwar,
Rajasthan - 301019, India

Contact No: +917742883340

Letter of Appointment

Dear Naveen,

With reference to the interviews you have had with us in the recent past, we are pleased to make you an Offer of Employment in our Company. Your Grade will be **Grade I** and you will be designated as Technical Support Executive .You are required to report to the Company's office at on **April 16, 2021 ("Joining Date")** at **9:30 AM**.

Your employment will be as per the following terms and conditions:

1. Your remuneration is detailed in the enclosed **Annexure I**. All tax liabilities arising out of your entire compensation package, present or future, shall be borne by you.
2. Your duties and responsibilities will be as assigned by your immediate manager or other superior officer of the Company and the same will also include the jobs assigned by the Management from time to time.
3. The Company's business operates on a **24x7** basis and you may therefore be required to work in shifts including periodic night shifts. Work exigencies and your profile may require you to extend your work-timings in accordance with the *Working Hour & Attendance Policy*. By accepting and signing this letter you affirm your willingness to abide by this requirement.
4. While your initial place of posting will be at 's office at **Jaipur** , you are liable to be transferred to any department/office anywhere in India/Overseas, or a company/entity formed by the promoters or transferred/assigned responsibility in any associate company or be recalled to your original location. Accordingly, your working hours/shift timings could be changed periodically depending on the work/process requirements. All such transfers shall be governed by the *Transfer Policy* of the company. In the event of you being deputed overseas for training and operations you will be require to and shall sign all required documentation as per the rules, regulation and policies of the Company.
5. Your appointment will be on probation for a period of **six months** from the date of your joining the Company or for an extended period of time ("**Probation Period**") if found necessary. Your employment with the Company will be confirmed on the expiry of your Probation Period unless you are specifically advised otherwise in writing.
6. Your appointment shall continue, during your Probation Period or thereafter upon confirmation, unless your employment is discontinued by the Company, by providing not less than **30 Days** ("**Notice Period**") prior written notice. In the event you decide to leave the employment of the Company, you will be required to provide **30 Days** prior written notice to the Company, and the Company may at its sole discretion relieve you of your duties anytime during the notice period. You will be paid salary up to the last working day.

The Company at its discretion, during probation or on confirmation of your services thereof, without assigning any reason, can discontinue your employment on payment in lieu of Notice Period. Such payment will be calculated pro rate on the basis of your current Gross Fixed salary (subject to tax).

In case of violation of any policies, procedures or rules of the Company or any other act of misconduct including but not limited to improper behavior, theft or fraud, your services are liable to be discontinued without Notice Period or without payment in lieu of Notice Period.

7. You agree that this employment is conditional upon you successfully clearing the training as required. In the event of your in-ability to clear the training, the Company may relieve you of your duties with immediate effect without Notice Period or without payment in lieu of Notice Period.
8. You are employed as a permanent employee of the Company and are therefore not permitted to undertake any other employment or engage in any commercial activities, outside the Company, either honorary or otherwise, without prior written approval of the Company.
9. You are required to maintain the highest order of discipline and secrecy about the work of the Company and/or its subsidiaries or associate companies and in case of any breach of trust/discipline, your services may be discontinued by the Company with immediate effect without notice period or without payment in lieu of notice period.

You are required to always maintain the highest standard of confidentiality towards Company information which includes but not limited to documents, files, records, customer details, project plans, strategies, developments, execution process, contracts, billing information, quality metrics, financial information about the Company etc. relating to business of the Company, which is proprietary to the Company and / or its clients and other information relating to the business of the Company which may be known, provided or confided to you ("**Confidential Information**"). You will not divulge or use such Confidential Information other than to fulfil your duties as an employee of the Company and while ensuring the best interests of the Company. Under no circumstances will you disseminate information regarding the affairs or business matters of the company or information regarding its customers without proper authorization and / or prior written approval. All information that comes to your knowledge by reasons of your employment with the Company is deemed to be Confidential Information. Upon ceasing to be an employee of the Company, you shall immediately return any records, documents and other information of the Company which are in your possession and shall not retain or transmit any copies (electronic or otherwise) of the same. You will be required to sign a separate confidentiality agreement along with this letter and may be required to sign further confidentiality agreements as may be required by the Company. The Company acknowledges that individual marketing packages, Web sites, and other communications that have been developed for a client and have been placed in the "public domain", once distributed to the public may be no longer subject to client confidentiality provisions.

10. You will be required to apply and maintain the highest standards of personal conduct and integrity and comply with all the Company's current rules, regulations, policies and procedures, including **Global Essential Compliance & Security Policies** as may be in force from time to time and as may be notified and displayed. You will be bound by the existing and new security rules, regulations and policies of the Company, including physical frisking (pat down) process wherein, a search would be conducted of outer clothing to detect any concealed prohibited articles. All policies mentioned in this letter, as well as others, are available on the Company intranet and may be changed/modified, at the Company's discretion. You are required to keep yourself updated with the Company's policies.
11. The Company shall have the right to vary, delete, and modify these terms and conditions of employment.
12. You will automatically **retire** from the services of the Company on the last day of the calendar month in which you attain the age of **Fifty-Eight years**. Your date of birth as per official records is **November 12, 1999**.
13. You are required to make a full and complete disclosure of any issues in past employment records, any relationships or dealings you have or propose to have/ enter into directly or through any of your relatives or family members, with any of the Company's agent, dealers, vendors, suppliers, subcontractors or the like by whatever name called.

14. This appointment is subject to satisfactory verification of your credentials, character, antecedents and testimonials as provided in your application to the Company and your curriculum vitae. All cost incurred for such verification will be borne by the Company. If it is found at any time that you have made any false statements or suppressed any material information, it shall lead to immediate discontinuation of your employment with the Company without any notice or compensation.
15. You agree to undergo a drug test or any other medical/fitness test including breath analyzer, as asked for and at such a place and location as advised by the Company during the course of your employment. In the event you become unfit for performance of your assigned duties; you shall be liable to be discharged from the services without any notice.
16. You hereby consent to share your payroll and employment related data for processing and review outside of the country, subject to adherence to applicable law.
17. Your address as provided by you in the employment forms shall be deemed to be correct for sending any communication to you and every communication addressed to you at the given address shall be deemed to have been sufficiently served upon you.
18. You are required to return the duplicate copy of this letter and report to work on or before the date of joining specified above. In the event you do not do so, it shall be deemed that you are not interested in this offer/appointment and this letter shall stand automatically withdrawn with effect from the Joining Date .

If the above terms and conditions are acceptable to you, please sign on each page and return the duplicate copy of this letter as a token of your acceptance of this Letter of Employment.

Welcome to **Teleperformance** and here's wishing you a rewarding career .

Yours Truly,
For CRM Services India Private Limited ,

Preeti Acharya
Senior Vice President - Recruitment

I, **Naveen Kumar** , residing at **9-378 U.i.t Colony Bhiwadi, T. Tijara Harchandpur, Bhiwadi Alwar Alwar, Rajasthan - 301019, India** do hereby accept the terms and conditions in this letter.

Employee Signature	_____
Employee Name	Naveen Kumar

Enclosures:

1. Compensation/ Salary details (**Annexure I**)
2. Non-Disclosure- Declaration and Undertaking (**Annexure II**)
3. Personal Data- Declaration (**Annexure III**)
4. Work from Home- Declaration, **applicable under WAHA-[Work at Home] (Annexure IV)**

NOTE: For purposes of brevity and ease of reading, the term "**the Company**" or the term "**Teleperformance**" (wherever it appears in this letter) means **Teleperformance**.

Emp Temp Code : 142158202

Annexure I
Compensation Details

Name Of Employee:	Naveen Kumar	
Designation:	Technical Support Executive	
Grade:	Grade I	
Date Of Joining:	April 16, 2021	
City:	Jaipur	
Salary Structure (Appointment)	Amount in Indian (INR)	
Basic Pay	5,181.00	
Housing Rent Allowance (HRA)	3,109.00	
Transport Allowance	0.00	
Flexible Benefit Plan	0.00	
Statutory Bonus#	1,036.00	
Gross Fixed Salary (1)	9,326.00	
Provident Fund (Employee) (2)	622.00	
ESIC (Employee) (3)	70.00	
Net Take Home [1-(2+3)]	8,634.00	
Provident Fund (Employer) (4)	622.00	
ESIC (Employer) (5)	303.00	
Gratuity* (6)	249.00	
Total Fixed Cost (1+4+5+6)	10,500.00	
Annual Fixed CTC	126,000.00	
Annual Performance Pay**	0 % of Annual Fixed CTC	
Annual Performance Linked Incentive (PLI)	6,000.00	
PLI Payout Frequency	Monthly	
<p>For CRM Services India Private Limited ,</p> <p>Preeti Acharya Senior Vice President - Recruitment</p> <p>*Gratuity shall be payable as per "The Payment of Gratuity Act". **Performance Pay will be paid on Annual Basis and would be payable subject to assessed performance achievement level, based on the "Performance Pay" payout policy. #Statutory Bonus is paid monthly as per "The Payment of Bonus Act".</p>		

- All Reimbursements will be paid as per prevailing Income Tax rules and company policies in effect
- The above compensation will be subject to Income Tax regulations in force from time to time.
- The above compensation is subject to deduction towards Medi-claim Insurance, transport, if/as applicable and any other statutory deduction/contribution including Professional Tax, labour
- Any Incentive payable, as part of the compensation structure or otherwise, shall have a "**Minimum Attendance Threshold/Performance**" as qualifying criteria for such payout.

Employee Signature	_____
Employee Name	Naveen Kumar

ANNEXURE II**DECLARATION AND UNDERTAKING REGARDING NON-DISCLOSURE**

I, **Naveen Kumar** residing at **9-378 U.i.t Colony Bhiwadi, T. Tijara Harchandpur, Bhiwadi Alwar Alwar, Rajasthan - 301019, India**, and working as **Technical Support Executive**, do hereby solemnly state, undertake and declare that:

1. I will faithfully, truly and to the best of my skills and ability, execute and perform the duties required of me as an employee of **CRM Services India Private Limited**, a Company having its registered office at Teleperformance Towers, Plot CST No. 1406-A/28 Mindspace, Malad (West), Mumbai- 400090, Maharashtra, India.
2. I shall comply with all Teleperformance policies.
3. I will maintain the highest standard of confidentiality towards **Confidential Information**, by not, directly or indirectly, making known, or permitting such Confidential Information to be disclosed or made known to any person or entity, either inside or outside the Company. I acknowledge that such information is valuable, sensitive and a unique asset of the Company and/or of the Company's clients. I shall faithfully and diligently hold such Confidential Information from being disclosed to unauthorized persons, which may include, but are not limited to, employees of the Company that do not need to know the Confidential Information, persons not employed by the Company, persons that are not bound by a written confidentiality agreement with the Company, with regard to the specific Confidential Information, persons not directly aware of the proprietary and trade secret nature of the Confidential Information.
4. All documents, files, records, project plans, software tools as well as methods and techniques of doing business, including patents, trade secrets and other proprietary rights associated therewith, Strategies, Customer details and items of information or equipment relating to Company's business are and shall remain the property of the Company, including notes, documents, and files created in the performance of my duties of employment. I shall not under any circumstances remove such property from the Company premises without prior written consent. I further agree that all information relating to existing customers and potential customers of the Products, whether recorded in Company's database or otherwise is confidential to the company and that any ownership in respect thereof resides in the company and that it cannot be used by employee for any purpose not specifically referred to in this employment.
5. I understand and acknowledge that as set forth under the **Login Provisioning and De-provisioning Policy (GECSP 11)**, my employee ID and password used to access Company or its Clients' systems are personal and confidential, are **Proprietary Information**, and shall not be disclosed except if expressly requested by my manager. Non-compliance with this Policy may lead to disciplinary sanctions upto and including discontinuation of services, consistent with applicable law.
6. Notwithstanding the separation of my employment with the company for any reason whatsoever I will not communicate or allow to be communicated to any person not legally entitled thereto any information relating to the Confidential Information and affairs of Teleperformance.
7. I will immediately report to the Company, any violation or breach of the commitments made in this declaration, whether the breach or violation is intentional or inadvertent and I agree that:
 - (i) In the event of a breach or threatened breach of the provisions of this declaration, the Company shall be entitled to an injunction restraining from using or disclosing, in whole or in part, such Confidential Information, or from rendering any services, to any person, firm, corporation, association or other entity to whom any such information has been disclosed or is threatened to be disclosed, which injunction shall be available without the posting of any bond or other security and the issuance of which is hereby consented to by Employee,
 - (ii) Any such breach would cause injury to the Company, and
 - (iii) The remedies provided for in this Section shall be cumulative to and not exclusive of any and all other remedies which may be available, either at law or in equity.

8. The rights to any invention, discovery or creation of any system or method related to the Company's operations and arising out of any work done in the course of my employment will automatically vest with the Company. In this connection, the Company may obtain patent rights in its name (or jointly with others) based on the fact of my invention, discovery, improvement or other creative effort. I acknowledge that I will not be liable for any compensation for such invention, discovery, improvement or other creative effort made by me, and that any reward that the Company may, in its sole discretion, bestow on me will not be deemed to confer any rights towards that invention, discovery or improvement in system or method. I further acknowledge that I may be required to execute further documentation in connection with such inventions, discoveries, improvements or other creative efforts and will execute the same without delay.
9. In the event of my leaving services of the Company, for any reason, during the **12-months** period from the separation date, I shall **NOT** directly or indirectly either on my own account or otherwise:
 - i. engage or attempt to engage in providing services to any customer or prospective customer where such services or products are competitive with the services offered by the Company or any affiliate to the Customer
 - ii. canvass solicit or endeavor to entice away from the Company any client or customer(s) of the Company, or any person(s), who at any time during my employment, were or are clients or customers of the Company, or were in the habit of dealing with the Company;
 - iii. solicit, interfere with, or endeavor to entice away any employee of the Company; or
 - iv. counsel, or otherwise assist any person to do any of the acts referred to in para (i), (ii) & (iii) of this clause.
10. I shall **NOT** offer, promise, give, accept, condone, approve or knowingly benefit from an improper business gratuity, a bribe, 'kickback' or other improper advantage, benefit or reward, or otherwise apply inappropriate influence.
11. I shall **NOT** make a '**facilitation payment**'. Facilitation payment refers to the practice of paying a small sum of money to (usually) an official as a way of ensuring that they perform their duty.
12. None of my relatives are employed or associated with the Company or any of its affiliate companies or its customers/clients/suppliers in any form; and I undertake that I **shall** immediately notify the Company in case-
 - (a) any person who is so employed / associated becomes a relative, and/or
 - (b) a relative, in future, is so employed / associated with the Company.

I understand and acknowledge that:

1. the restraints contained herein are reasonable in all the circumstances of employment and agree that they are necessary for the protection and maintenance of the Company and its business.
2. my services can be suspended pending disciplinary action/enquiry/investigation as per Company policy and I shall abide by decision of investigation/enquiry Committee constituted for such purposes.
3. the Company shall be entitled to seek an order for specific performance or injunctive relief or other equitable relief in case I fail to observe or breach any of the restraints herein.

I **shall** indemnify and keep indemnified the company for any loss, damages or injury suffered by the company for any breach of above conditions or any other clause or term of employment.

I understand and acknowledge that my failure to comply with this declaration and undertaking may lead to disciplinary sanctions which may include discontinuation of services, as well as civil liability and/or criminal prosecution under applicable laws.

Executed this _____ day of _____ 20__

Employee Signature	_____
Employee Name	Naveen Kumar

Annexure III

Personal Data - Declaration

Article I.

I **Naveen Kumar** hereby certify that all statements made on the **Employment Application Form**, my **Curriculum Vitae** or **during my interviews** with the Company are **true and complete**. I understand that any omission or misrepresentation of any fact may result in refusal of employment or immediate dismissal.

I further understand that I shall be bound by the existing and new rules, regulations and policies of the Company including those related to Frisking (Pat Down) process wherein, a search would be conducted of outer clothing to detect any unauthorized / prohibited articles.

I confirm that I have voluntarily furnished my personal information to the Company and the Company shall be free to use such information and all other information that I may provide at any time hereinafter. The Company may share such information in connection with my employment and other related matters, as deemed fit and necessary by the Company.

I recognize that in connection with employment with Teleperformance, I may be the subject of a background enquiry and drug test by the company or its representative, and I hereby authorize the same. I also authorize the Company to take action including penal action against me in case any fact is found contrary to what has been stated by me in the application form mentioned herein above.

I do hereby declare that I will immediately report to my Line Manager or HR team in case of "**Change to Circumstances**", within **48 hours** of me becoming aware of such "**Change to Circumstances**" which may arise due to the following:

- a) I am found guilty of a criminal offence / is under police caution or investigation;
- b) There is a change in my legal right to work / work status; and
- c) There are any adverse credit judgments against me.
- d) Change in personal status like name change / marital status / permanent or current address change etc.

Executed this _____ day of _____ 20____

Temp Emp Code	142158202
Employee Signature	_____
Employee Name	Naveen Kumar

ANNEXURE IV
DECLARATION AND UNDERTAKING - Work From Home

I, **Naveen Kumar**, do here-by confirm and declare that while I Work From Home, I will adhere to all company and Client confidentiality and security policies, not limited to the below:

- I understand and agree that 'Working From Home' is an extension of my workplace and all policies as applicable while Working From Office shall continue to apply, including Confidentiality Agreement, Code of Conduct, Data Security and WAHA Security Policy amongst others;
- I understand that I will not use pen, paper, mobile phone, camera, or any other electronic devices while I am Work from Home;
- I will not have unauthorised people, including family and friends to access or take a look at my device while I am working, however I also understand that their movement around or behind my device might be captured in any monitoring tool;
- I understand and agree that recording of conversations or other Teleperformance /Client/consumer information, outside of standard business processes is prohibited;
- I understand that the use of speakerphone is prohibited while Working From Home ;
- I understand that the key privacy considerations around accessing personal data (for example customer, client and employee information), read in conjunction with Teleperformance polices, standards and procedures, while Working From Home is strictly prohibited;
- I shall take particular care to reduce the risk of inappropriate or unauthorised disclosure of personal data while Working From Home; and
- I have a functional internet connection at home and shall ensure that it is operational with enough data availability at all the time. I understand that this is a pre-requisite for Work From Home and I shall maintain good internet bandwidth. I shall be fully responsible for upkeep and usage of this connection.
- I agree to return company or client's systems, assets, records and materials **within 36 hours** from the date of intimation received by the company in the same condition as it was provided to me.
- In case, I delay in returning or fail to return or returned in damaged condition, the company's or client's systems, assets, records and materials within such stipulated time then company has the undisputed right to recover penalties/amount as per the case may be.
- I agree to the use webcam for video calls/collaboration with supervisors and colleagues.
- I agree to the use of cameras the Teleperformance Cloud Campus by Teleperformance and the terms and conditions related to it as appended below, which is subject to update, as per the applicable law. This is regardless of whether the camera was provided by Teleperformance, if it is built-in or bundled with the equipment provided to the employee, or in a Bring Your Own Device (BYOD) scenario.
- I understand, that I have the option to raise a helpline ticket to the BHR team over the email id **(HR.TPCCIndia@teleperformancedibs.com)**, if I will have any concern whatsoever, post deployment of Teleperformance Cloud Campus.
- I understand, that in the event, I desire to opt-out as Working-from-Home-Agent in the Teleperformance Cloud Campus, I will reach out to my immediate supervisor with a written notice stating the reason for it and [HR.TPCCIndia@teleperformancedibs.com].
- I hereby give my consent to Teleperformance's use of a Camera as part of the computer sign-on process to authenticate my identity. I further agree to allow Teleperformance to visually monitor me during work hours via a camera to ensure that my work-at-home environment meets the expectations of Teleperformance and its clients.

- I specifically understand and agree to Teleperformance’s use of camera video and audio for security measures assessment, proper and lawful execution of all employment and client related contractual provisions, safety verification and any other business-related purpose. I agree to turn on the camera when requested and/or conduct verification via phone or video call pursuant to random clean desk audits.

For this purpose, I hereby understand that Teleperformance reserves the right to inspect my work area in my Work From Home site or the system virtually with or without advance notice to me. I also understand that at random intervals during your shift, Teleperformance may take snapshots of your workspace to analyze and detect any violations of existing security protocols including, but not limited to, clean desk policy, GECSP and TISPS standards. I hereby provide my consent and agree to such inspection and waive-off any claim for invasion of privacy in connection with such inspection. There are a number of situations in which I will activate the camera. These include: for my identification to be confirmed (in particular every time I login to Teleperformance systems); during regular security procedures; during 1-to-1 meetings, coaching sessions, and team meetings to achieve the most effective communication, collaboration and provision of the services. As I am providing services remotely, Teleperformance also recommend camera use during the rest of the time that I am providing services as a way to more effectively engage with my colleagues. When I activate my camera, it will be livestreaming and not recording. Every time recording is required (for Teleperformance business purposes, in a chatroom where you are present, for instance recording informational sessions delivered by TP Representatives), the ‘recording icon’ will show and I will be able to turn off my own individual camera during the recorded session.

For above purpose, Teleperformance, in its sole discretion, reserves the right to install any system monitoring technology on the work machine including EDR, Webcams or any other software/file that allows for supervision at work-at-home site which includes, but is not limited to:

- Capturing ‘facial confirmation’, ‘ID scan’ and ‘Geo Tagging’;
- Tracking ‘multiple people violation’. ‘unknown user violation’, ‘not at desk violation’, ‘auto idle user detection’; Mobile phone detection and usage;
- Clean desk environment (use of pen/paper or other objects not permitted);
- Capturing Desk-top random image and click pictures when above violations are detected via random scan which could be used as evidence in case of any breach as per the security policy

I understand that failure to comply with the above will lead to appropriate action in accordance with Teleperformance HR policies and manual.

Temp Emp Code	142158202
Employee Signature	_____
Employee Name	Naveen Kumar

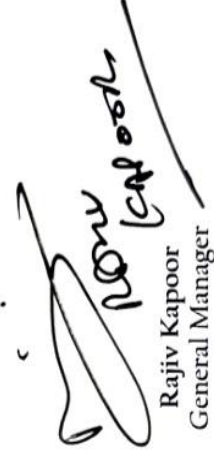


CERTIFICATE OF COMPLETION

This is to certify that

Rekha Krisnan (F&B Service)

Has successfully completed ~~his~~/her ~~Internship~~ /On Job Training
at Fairmont Jaipur from 5th Jan. 2021 till 30th Mar. 2021

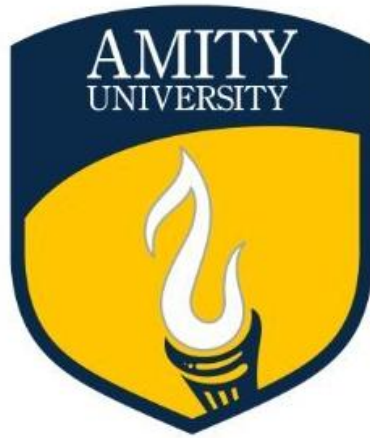

Rajiv Kapoor
General Manager


Manikanta.K
Learning & Development Manager

31st May 2021
Date of Issue :

FAIRMONT | SOFITEL | PULLMAN | SWISSÖTEL | MOVENPICK
GRAND MERCURE | NOVOTEL | MERCURE | IBIS | IBIS STYLES

Amity University, Jaipur



DISSERTATION

2017-2021

Comparative study of wine and spirits consumption in Delhi

BACHELORS IN HOTEL MANAGEMENT

AMITY SCHOOL OF HOSPITALITY

Dissertation supervision by:

Dr. Jai Sonker

Amity school of hospitality

Amity university, Rajasthan

submitted by:

Rekha Krishnan

A20728917031

Bachelors in Hotel Management

Amity School of Hospitality

Acknowledgement

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my dissertation work to complete the dissertation research related work and incorporate the findings successfully.

I would like to express my deep and sincere gratitude to my Research Supervisor, Dr. Jai Sonker, Assistant professor, Amity School Of Hospitality, Amity University Rajasthan for giving me the opportunity to do research under his guidance and support and providing invaluable inputs whenever required throughout this research. His dynamism, vision, topic related knowledge, sincerity and motivation have deeply inspired and encouraged me. He has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance. I am extremely grateful for what he has offered me. I would also like to thank him for his kindness, friend like sustainance, empathy, and great sense of humor. I am extending my heartfelt thanks to his wife, family for their acceptance and patience during the discussion I had with him on research work and thesis preparation.

I would also like to thank Dr. Sanjeeb Pal, Director, Amity School of Hospitality, Amity University Rajasthan who has given me a chance to work upon the chosen research topic and other faculties namely Dr. Saurabh Sharma, Culinary Head, Dr. Yashwant Singh Rawal, Professor, Amity School of Hospitality, Dr. Sushil Kumar, Professor, Amity School of Hospitality, Amity, Mr. Saurabh Awasthi, Assistant Professor, Amity School of Hospitality, Mrs. Adity Gupta, Assistant Professor, Amity School of Hospitality who have helped me in the micro changes and suggestions that were required during the editorial work in the dissertation.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future as well as for their love, understanding, prayers and continuous support to complete this research work. I would like to say thanks to my friends and research colleagues

Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Any omission in this brief acknowledgement doesn't mean lack of gratitude.

Thanking you

Rekha Krishnan

Student

BHM 8th Semester

Amity University, Rajasthan



DISSERTATION

THE EFFECT OF COFFEE ON COLLEGE STUDENTS

Under Supervision of:

Dr. Sushil Kumar

Assistant professor

Amity University, Rajasthan

Under the guidance of:

Dr. Chef Saurabh Sharma

Assistant professor

Amity University, Rajasthan

Submitted By:-

Rohit Kumar

BHM VIII (A20728917032)

Amity School of Hospitality

CONTENT

1. INTRODUCTION
2. SIGNIFICANCE OF THE TOPIC
3. OBJECTIVE OF THE STUDY
4. REVIEW OF THE LETERATURE
5. RESERCH METHOLOGY
6. RESULTS
7. CONCLUSION

INTRODUCTION



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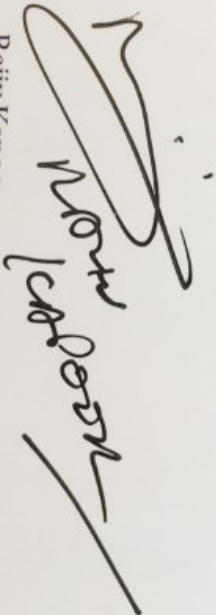
Fairmont
JAIPUR

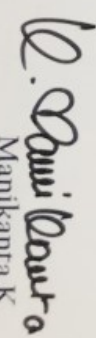
CERTIFICATE OF COMPLETION

This is to certify that

Rohit Singh (P&B Service)

Has successfully completed his/~~her~~ Internship /On Job Training
at Fairmont Jaipur from 5th Jan 2021 till 30th Mar 2021


Rajiv Kapoor
General Manager


Manikanta K
Learning & Development Manager

31st . May . 2021
Date of Issue :

FAIRMONT \ SOFITEL \ PULLMAN \ SWISSOTEL \ MOVENDICK
GRAND MERCURE \ NOVOTEL \ MERCURE \ IBIS \ IBIS STYLES




Fairmont
JAIPUR

CERTIFICATE OF COMPLETION

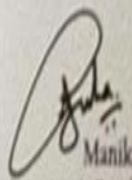
This is to certify that

SAYED KARIMULLA

Has successfully completed his/her ~~internship~~ /On Job Training
at Fairmont Jaipur from 25-01-21 till 10-04-21



Rajiv Kapoor
General Manager

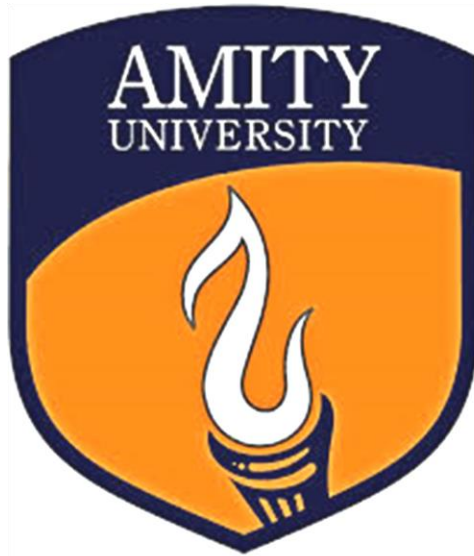


Manikanta K
Learning & Development Manager

Date of Issue: 11-4-21

FAIRMONT | SOPITEL | PULLMAN | SWISSOTEL | MÖYENPICK
GRAND MERCURE | NOVOTEL | MERCURE | IBIS | IBIS STYLES

AMITY SCHOOL OF HOSPITALITY



Dissertation

on

Eco friendly practices in Hotel Housekeeping Operations

Submitted by

Karimulla Sayed

BHM-VIII-SEM

Enrollment No. A20728917005

Under Supervision of

Dr. Yashwant Singh Rawal

Assistant Professor

Amity University Rajasthan

Introduction

Hospitality and Tourism Industry

In 16-17th century this is known as hospitality industry Hotels in France established in 10-19th century Hotels are established in Europe, England and America also in 1000 Royal hotels was made in London in 20th century, 1919 the hotel Barcelona Ritz had rooms attached with bathroom with hot and cold water. Hotels are also built near to airports.

The word Hospitality means providing meals like breakfast, lunch, dinner to customer and guests and providing accommodation Hospitality industries also effect the growth of nation and economic condition Rather than these industries provide a lot of job opportunities. Hospitality is a very important for both the guest and the hotel entrepreneur Every guest expects and deserves hospitable treatment. It is also important in hotel industry. If you are manager of hotel then your main responsibility that your customer stays at your hotel in a positive way Your main priority is to provide the highest possible level of hospitality.

Travel and tourism are the largest service industry in the world. The main objective of this industry is to develop and promote tourism, maintain competitiveness of a country as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth.

It was start from Roman Era. They decided that they would spend their summer away from their cities. The industry was popular from the early 19th century but in this time, it is most expensive and limited for small places. In 1960's industry had change. In these days tourism industry is very important for a nation or growing up of country Tourism industry is the largest industry in the world. tourism industry is the main industry of any nation. It is also affected the growth and economy of any nation. So, in this way Nepal has also taken tourism industry as a major income source. Tourism industry also creates job opportunities. It provides jobs for unskilled, Semi-Skilled and skilled person. Tourism industry is the source of income as well as public or private sector. Also, tourism industry provides cultural exchange, different type of language people has learned. Tourism gives opportunity to people of various cultures to assimilate together. It helps the local people to get in touch with the people and country it also helps building international relations. It encourages the learning of new languages and skills. Tourism related funds have contributed towards schools being built in some areas. It also encourages community beautification and revitalization.

Lodging: Lodging is a type of residential accommodation it includes youth hostels, elder hostels campgrounds Fancy hotels, and other businesses. That provides places for people to sleep overnight are all in the lodging industry.

22nd December, 2020

Srishti Nath,
Pune,
Maharashtra.

Dear Srishti,

We are pleased to offer you the position of '**GSA – F&B**' with Pune Marriott Suites as agents of Panchashil Infrastructure Pvt. Ltd. with effect from the **28th December, 2020**. However, this offer is subject to you being declared medically fit by a reputed medical practitioner and satisfactory references from your referees.

Your compensation will be **Rupees 13000/-** per month [Total Remuneration]. The breakdown of your salary is enclosed for your reference.

Please report to the Human Resources Department on **28th December, 2020** at 1000 hrs. with the following documents:

- 6 passport-sized photographs
- Photocopy of proof of Date of Birth (Birth certificate / Passport)
- Photocopy of proof of address (Aadhar Card, Voters ID)
- Photocopy of any Govt. certified Photo Identification (Passport / PAN Card / Driver's License / Photo Credit Card)
- Photocopies of Educational Qualifications
- Photocopies of letters of previous work experience (if any)
- Photocopy of last drawn salary slip (if any)
- Photocopy of Marriage Certificate (if married)
- Photocopy of PAN Card (Compulsory)

If the above terms are acceptable to you, as a token of acceptance, please sign the enclosed duplicate copy of this letter.

Welcome aboard!



Archi Muchhala
Human Resources Manager

Signature / Date: _____ (Signed in acceptance)

DETAILS OF COMPENSATION & BENEFITS

Srishti Nath

Salary:		
	Basic Salary	8151
	House Rent Allowance	3493
	Gross Salary	11644
Benefits:	Employer's PF Contribution	978
	Employer's ESIC Contribution	378
	TOTAL REMUNERATION	13000
Probation:	You will be on probation for 3 months.	
Annual Leave, Holidays and Days Off:	<p>In accordance with the property Leave policy in practice as on your date of joining and revised from time to time based on business needs.</p> <p>Leave entitlement will be 24 days per calendar year.</p> <p>Apart from the above, you will be also entitled to National and Festival Holidays as per the list issued by the Hotel at the beginning of each year.</p> <p>You will be entitled to six (6) days off in a month, as per Marriott India policy.</p>	
Provident Fund:	You will be eligible to participate in the local provident fund scheme as per Hotel policy.	
Medical and Insurance:	<p>You will be eligible to participate in the Hotel's health insurance scheme:</p> <ul style="list-style-type: none"> ▪ Mediclaim Insurance of Rs. 100,000 (For Self). ▪ Personal Accident Insurance of Rs. 300,000 (For self). 	
Gratuity:	Is applicable in accordance with the Act.	
Other Benefits:	You will also be entitled to the following benefits:	



F&B Discount	A 50% discount on all food and beverage at any Marriott India hotel food outlet.
Room Rate Discount	Discounted room rates at all Marriott hotels worldwide, for friends and family.
Training	A commitment of a minimum of 80 hours of training per year.
Confidentiality:	You shall not disclose, divulge or communicate in any manner, any information regarding your compensation to any employee of the Company, or anyone outside the Company, except your Department Head or Director of Human Resources/Human Resources Manager.
Duties & Responsibilities:	You shall devote your working time and effort to the business of the Hotel.

This attachment is and forms part of the offer letter dated **22nd December, 2020**.

Archi Muchhala
Human Resources Manager

Candidate's Acknowledgement:

Signature / Date: _____ (Signed in acceptance)



Dissertation Project on “The Effects of Veganism in India’s Food Industry”

Submitted to:

Prof. Sanjeeb Pal

Submitted By:

Srishti Nath

BHM 8th semester

Enrollment no. A20728917036

ABSTRACT

Veganism is a practice of abstaining from the use of animal products, particularly in diet, and is also an associated philosophy that rejects the commodity status of animals. A follower of veganism is known as a vegan. The term was coined by Donald Watson. As it has been established that veganism is a healthy alternative, it is critical to close the divide between being a vegan as a preference and adopting it as a lifestyle. Veganism, to Indians, is a bizarre movement that widens the socioeconomic divide between rich and poor people because vegan food is more costly than normal food. It is important that we educate ourselves of what our environment has to go through for our meaty diet . The paper highlights the totality of this concept barring the intricacies of the nutritional aspects in detail. The concept of vegan lifestyle and the challenges faced by going vegan in hospitality industry are focussed in this dissertation project.



CROWNE PLAZA
AN IHG HOTEL
TODAY GURUGRAM

February 05, 2021

Tarunvir Kaushik
H. No-292, Prem Nursery,
Dopal Nagar, Najafgarh
South West Delhi-110043

Subject: Letter of Appointment

Dear Tarunvir,

I am very pleased to offer you the position of Guest Service Associate- F&B Service, at Crowne Plaza Today Gurugram, located at Crowne Plaza Today, Site No. - 2, Sector - 29, Gurugram, (hereafter referred to as the "Hotel").

The Hotel is managed by InterContinental Hotels Group (India) Private Limited and its affiliates (hereafter collectively referred to as "IHG") under a management agreement executed between IHG and Today Hotels Pvt. Ltd. subject to the terms and conditions as contained therein.

You will be employed by Today Hotels Pvt. Ltd. (hereafter "Company") trading as Crowne Plaza Today Gurugram.

The details and terms and conditions that will govern your appointment and employment will be as set out in this letter:

Position Title	Guest Service Associate- F&B Service
Reports to	Restaurant Manager
Employer	Today Hotels Pvt. Ltd.
Job Band	JBT
Effective Date	February 05, 2021
Probation Period	6 months from the date of joining as set out herein above and as per Terms more specifically stated in Annexure 'C'
Salary and Benefits	As per Attachments A & B



CROWNE PLAZA

AN IHG HOTEL
TODAY GURGAON

Please indicate your acceptance of this offer of employment by signing this Letter and the Attachments listed herein below, all of which are, by specific reference herein, made an integral part of your Letter of Appointment:

1. Attachment A: Salary Structure
2. Attachment B: Compensation & Benefits
3. Attachment C: Terms & Conditions of Employment
4. Attachment D: Code of Ethics & Business Conduct


We look forward to your acceptance of this offer. This is a great opportunity and I wish you every success in your career. Should you have any questions regarding this offer and its accompanying attachments, please feel free to contact Sheel Soora, Director Human Resources.

Yours faithfully,

For and on behalf of
Crowne Plaza Today Gurgaon



Taruver Kaushik
General Manager



Sheel Soora
Director Human Resources

Accepted by: Taruver Kaushik

Amity University Rajasthan



Dissertation

The Scotch Whisky Industry

Under the Guidance of:

Prof. Sanjeeb Pal

Assistant Professor

Amity University Rajasthan

Submitted by:

Taruveer Kaushik

Student

Amity School of Hospitality

Date: April 08, 2021

Emp Temp Code: 142158043

Vidhanshu Bhati

Narayani Bhawan Bhopa Ka Bada Raod Ajmer, Bhinay Ajmer Ajmer,
Rajasthan - 305001, India

Contact No: +919079208161

Letter of Appointment

Dear Vidhanshu,

With reference to the interviews you have had with us in the recent past, we are pleased to make you an Offer of Employment in our Company. Your Grade will be **Grade I** and you will be designated as Customer Care Executive. You are required to report to the Company's office at on **April 08, 2021 ("Joining Date")** at **9:30 AM**.

Your employment will be as per the following terms and conditions:

1. Your remuneration is detailed in the enclosed **Annexure I**. All tax liabilities arising out of your entire compensation package, present or future, shall be borne by you.
2. Your duties and responsibilities will be as assigned by your immediate manager or other superior officer of the Company and the same will also include the jobs assigned by the Management from time to time.
3. The Company's business operates on a **24x7** basis and you may therefore be required to work in shifts including periodic night shifts. Work exigencies and your profile may require you to extend your work-timings in accordance with the *Working Hour & Attendance Policy*. By accepting and signing this letter you affirm your willingness to abide by this requirement.
4. While your initial place of posting will be at 's office at **Jaipur**, you are liable to be transferred to any department/office anywhere in India/Overseas, or a company/entity formed by the promoters or transferred/assigned responsibility in any associate company or be recalled to your original location. Accordingly, your working hours/shift timings could be changed periodically depending on the work/process requirements. All such transfers shall be governed by the *Transfer Policy* of the company. In the event of you being deputed overseas for training and operations you will be required to and shall sign all required documentation as per the rules, regulation and policies of the Company.
5. Your appointment will be on probation for a period of **six months** from the date of your joining the Company or for an extended period of time ("**Probation Period**") if found necessary. Your employment with the Company will be confirmed on the expiry of your Probation Period unless you are specifically advised otherwise in writing.
6. Your appointment shall continue, during your Probation Period or thereafter upon confirmation, unless your employment is discontinued by the Company, by providing not less than **30 Days ("Notice Period")** prior written notice. In the event you decide to leave the employment of the Company, you will be required to provide **30 Days** prior written notice to the Company, and the Company may at its sole discretion relieve you of your duties anytime during the notice period. You will be paid salary up to the last working day.

The Company at its discretion, during probation or on confirmation of your services thereof, without assigning any reason, can discontinue your employment on payment in lieu of Notice Period. Such payment will be calculated pro rate on the basis of your current Gross Fixed salary (subject to tax).

CRM Services India Pvt. Ltd. (A subsidiary of Teleperformance USA)

Plot No. SPIO & SPII, Shipra path, Mansarovar RIICO Industrial Area, Near Galaxy Cinema, Mansarovar, Jaipur, Rajasthan - 302020

Tel: +91 141 4168800

Registered Office: Plot no. 219, Okhla Industrial Estate, Phase-III, New Delhi-110020, India

Tel: +91-011-66467000 | Fax: +91-011-66467001 | CIN: U72900DL2001PTC113076 | Email: crm��ervices@teleperformance.com



In case of violation of any policies, procedures or rules of the Company or any other act of misconduct including but not limited to improper behavior, theft or fraud, your services are liable to be discontinued without Notice Period or without payment in lieu of Notice Period.

7. You agree that this employment is conditional upon you successfully clearing the training as required. In the event of your in-ability to clear the training, the Company may relieve you of your duties with immediate effect without Notice Period or without payment in lieu of Notice Period.
8. You are employed as a permanent employee of the Company and are therefore not permitted to undertake any other employment or engage in any commercial activities, outside the Company, either honorary or otherwise, without prior written approval of the Company.
9. You are required to maintain the highest order of discipline and secrecy about the work of the Company and/or its subsidiaries or associate companies and in case of any breach of trust/discipline, your services may be discontinued by the Company with immediate effect without notice period or without payment in lieu of notice period.

You are required to always maintain the highest standard of confidentiality towards Company information which includes but not limited to documents, files, records, customer details, project plans, strategies, developments, execution process, contracts, billing information, quality metrics, financial information about the Company etc. relating to business of the Company, which is proprietary to the Company and / or its clients and other information relating to the business of the Company which may be known, provided or confided to you ("**Confidential Information**"). You will not divulge or use such Confidential Information other than to fulfil your duties as an employee of the Company and while ensuring the best interests of the Company. Under no circumstances will you disseminate information regarding the affairs or business matters of the company or information regarding its customers without proper authorization and / or prior written approval. All information that comes to your knowledge by reasons of your employment with the Company is deemed to be Confidential Information. Upon ceasing to be an employee of the Company, you shall immediately return any records, documents and other information of the Company which are in your possession and shall not retain or transmit any copies (electronic or otherwise) of the same. You will be required to sign a separate confidentiality agreement along with this letter and may be required to sign further confidentiality agreements as may be required by the Company. The Company acknowledges that individual marketing packages, Web sites, and other communications that have been developed for a client and have been placed in the "public domain", once distributed to the public may be no longer subject to client confidentiality provisions.

10. You will be required to apply and maintain the highest standards of personal conduct and integrity and comply with all the Company's current rules, regulations, policies and procedures, including **Global Essential Compliance & Security Policies** as may be in force from time to time and as may be notified and displayed. You will be bound by the existing and new security rules, regulations and policies of the Company, including physical frisking (pat down) process wherein, a search would be conducted of outer clothing to detect any concealed prohibited articles. All policies mentioned in this letter, as well as others, are available on the Company intranet and may be changed/modified, at the Company's discretion. You are required to keep yourself updated with the Company's policies.
11. The Company shall have the right to vary, delete, and modify these terms and conditions of employment.
12. You will automatically **retire** from the services of the Company on the last day of the calendar month in which you attain the age of **Fifty-Eight years**. Your date of birth as per official records is **January 30, 1999**.
13. You are required to make a full and complete disclosure of any issues in past employment records, any relationships or dealings you have or propose to have/ enter into directly or through any of your relatives or family members, with any of the Company's agent, dealers, vendors, suppliers, subcontractors or the like by whatever name called.

Vidhanshyu

14. This appointment is subject to satisfactory verification of your credentials, character, antecedents and testimonials as provided in your application to the Company and your curriculum vitae. All cost incurred for such verification will be borne by the Company. If it is found at any time that you have made any false statements or suppressed any material information, it shall lead to immediate discontinuation of your employment with the Company without any notice or compensation.
15. You agree to undergo a drug test or any other medical/fitness test including breath analyzer, as asked for and at such a place and location as advised by the Company during the course of your employment. In the event you become unfit for performance of your assigned duties; you shall be liable to be discharged from the services without any notice.
16. You hereby consent to share your payroll and employment related data for processing and review outside of the country, subject to adherence to applicable law.
17. Your address as provided by you in the employment forms shall be deemed to be correct for sending any communication to you and every communication addressed to you at the given address shall be deemed to have been sufficiently served upon you.
18. You are required to return the duplicate copy of this letter and report to work on or before the date of joining specified above. In the event you do not do so, it shall be deemed that you are not interested in this offer/appointment and this letter shall stand automatically withdrawn with effect from the Joining Date.

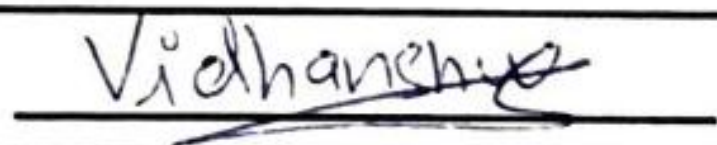
If the above terms and conditions are acceptable to you, please sign on each page and return the duplicate copy of this letter as a token of your acceptance of this Letter of Employment.

Welcome to **Teleperformance** and here's wishing you a rewarding career.

Yours Truly,
For CRM Services India Private Limited ,

Preeti Acharya
Senior Vice President - Recruitment

I, **Vidhanshu Bhati** , residing at **Narayani Bhawan Bhopa Ka Bada Raod Ajmer, Bhinay Ajmer Ajmer, Rajasthan - 305001, India** do hereby accept the terms and conditions in this letter.

Employee Signature	
Employee Name	Vidhanshu Bhati

Enclosures:

1. Compensation/ Salary details (**Annexure I**)
2. Non-Disclosure- Declaration and Undertaking (**Annexure II**)
3. Personal Data- Declaration (**Annexure III**)
4. Work from Home- Declaration, applicable under **WAHA-[Work at Home]** (**Annexure IV**)

NOTE: For purposes of brevity and ease of reading, the term "the Company" or the term "Teleperformance" (wherever it appears in this letter) means **Teleperformance**.

Emp Temp Code : 142158043

Annexure I
Compensation Details

Name Of Employee:	Vidhanshu Bhati
Designation:	Customer Care Executive
Grade:	Grade I
Date Of Joining:	April 08, 2021
City:	Jaipur
Salary Structure (Appointment)	Amount in Indian (INR)
Basic Pay	9,828.00
Housing Rent Allowance (HRA)	5,861.00
Transport Allowance	0.00
Flexible Benefit Plan	0.00
Statutory Bonus#	1,474.00
Gross Fixed Salary (1)	17,163.00
Provident Fund (Employee) (2)	1,179.00
ESIC (Employee) (3)	129.00
Net Take Home [1-(2+3)]	15,855.00
Provident Fund (Employer) (4)	1,179.00
ESIC (Employer) (5)	558.00
Gratuity* (6)	0.00
Total Fixed Cost (1+4+5+6)	18,900.00
Annual Fixed CTC	226,800.00
Annual Performance Pay**	0 % of Annual Fixed CTC
Annual Performance Linked Incentive (PLI)	25,200.00
PLI Payout Frequency	Monthly

For CRM Services India Private Limited ,

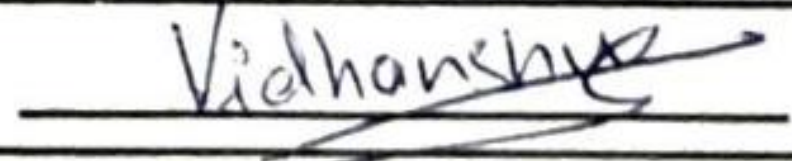
Preeti Acharya
Senior Vice President - Recruitment

*Gratuity shall be payable as per "The Payment of Gratuity Act".

**Performance Pay will be paid on Annual Basis and would be payable subject to assessed performance achievement level, based on the "Performance Pay" payout policy.

#Statutory Bonus is paid monthly as per "The Payment of Bonus Act".

- All Reimbursements will be paid as per prevailing Income Tax rules and company policies in effect
- The above compensation will be subject to Income Tax regulations in force from time to time.
- The above compensation is subject to deduction towards Medi-claim Insurance, transport, if/as applicable and any other statutory deduction/contribution including Professional Tax, labour
- Any Incentive payable, as part of the compensation structure or otherwise, shall have a "Minimum Attendance Threshold/Performance" as qualifying criteria for such payout.

Employee Signature	
Employee Name	Vidhanshu Bhati

ANNEXURE II
DECLARATION AND UNDERTAKING REGARDING NON-DISCLOSURE

I, **Vidhanshu Bhati** residing at **Narayani Bhawan Bhopa Ka Bada Raod Ajmer, Bhinay Ajmer Ajmer, Rajasthan - 305001, India**, and working as **Customer Care Executive**, do hereby solemnly state, undertake and declare that:

1. I will faithfully, truly and to the best of my skills and ability, execute and perform the duties required of me as an employee of **CRM Services India Private Limited**, a Company having its registered office at **Teleperformance Towers, Plot CST No. 1406-A/28 Mindspace, Malad (West), Mumbai- 400090, Maharashtra, India**.
2. I shall comply with all Teleperformance policies.
3. I will maintain the highest standard of confidentiality towards **Confidential Information**, by not, directly or indirectly, making known, or permitting such Confidential Information to be disclosed or made known to any person or entity, either inside or outside the Company. I acknowledge that such information is valuable, sensitive and a unique asset of the Company and/or of the Company's clients. I shall faithfully and diligently hold such Confidential Information from being disclosed to unauthorized persons, which may include, but are not limited to, employees of the Company that do not need to know the Confidential Information, persons not employed by the Company, persons that are not bound by a written confidentiality agreement with the Company, with regard to the specific Confidential Information, persons not directly aware of the proprietary and trade secret nature of the Confidential Information.
4. All documents, files, records, project plans, software tools as well as methods and techniques of doing business, including patents, trade secrets and other proprietary rights associated therewith, Strategies, Customer details and items of information or equipment relating to Company's business are and shall remain the property of the Company, including notes, documents, and files created in the performance of my duties of employment. I shall not under any circumstances remove such property from the Company premises without prior written consent. I further agree that all information relating to existing customers and potential customers of the Products, whether recorded in Company's database or otherwise is confidential to the company and that any ownership in respect thereof resides in the company and that it cannot be used by employee for any purpose not specifically referred to in this employment.
5. I understand and acknowledge that as set forth under the **Login Provisioning and De-provisioning Policy (GECSP 11)**, my employee ID and password used to access Company or its Clients' systems are personal and confidential, are **Proprietary Information**, and shall not be disclosed except if expressly requested by my manager. Non-compliance with this Policy may lead to disciplinary sanctions upto and including discontinuation of services, consistent with applicable law.
6. Notwithstanding the separation of my employment with the company for any reason whatsoever I will not communicate or allow to be communicated to any person not legally entitled thereto any information relating to the Confidential Information and affairs of Teleperformance.
7. I will immediately report to the Company, any violation or breach of the commitments made in this declaration, whether the breach or violation is intentional or inadvertent and I agree that:
 - (i) In the event of a breach or threatened breach of the provisions of this declaration, the Company shall be entitled to an injunction restraining from using or disclosing, in whole or in part, such Confidential Information, or from rendering any services, to any person, firm, corporation, association or other entity to whom any such information has been disclosed or is threatened to be disclosed, which injunction shall be available without the posting of any bond or other security and the issuance of which is hereby consented to by Employee,
 - (ii) Any such breach would cause injury to the Company, and
 - (iii) The remedies provided for in this Section shall be cumulative to and not exclusive of any and all other remedies which may be available, either at law or in equity.

Vidhanshu

8. The rights to any invention, discovery or creation of any system or method related to the Company's operations and arising out of any work done in the course of my employment will automatically vest with the Company. In this connection, the Company may obtain patent rights in its name (or jointly with others) based on the fact of my invention, discovery, improvement or other creative effort. I acknowledge that I will not be liable for any compensation for such invention, discovery, improvement or other creative effort made by me, and that any reward that the Company may, in its sole discretion, bestow on me will not be deemed to confer any rights towards that invention, discovery or improvement in system or method. I further acknowledge that I may be required to execute further documentation in connection with such inventions, discoveries, improvements or other creative efforts and will execute the same without delay.
9. In the event of my leaving services of the Company, for any reason, during the 12-months period from the separation date, I shall **NOT** directly or indirectly either on my own account or otherwise:
- engage or attempt to engage in providing services to any customer or prospective customer where such services or products are competitive with the services offered by the Company or any affiliate to the Customer
 - canvass solicit or endeavor to entice away from the Company any client or customer(s) of the Company, or any person(s), who at any time during my employment, were or are clients or customers of the Company, or were in the habit of dealing with the Company;
 - solicit, interfere with, or endeavor to entice away any employee of the Company; or
 - counsel, or otherwise assist any person to do any of the acts referred to in para (i), (ii) & (iii) of this clause.
10. I shall **NOT** offer, promise, give, accept, condone, approve or knowingly benefit from an improper business gratuity, a bribe, 'kickback' or other improper advantage, benefit or reward, or otherwise apply inappropriate influence.
11. I shall **NOT** make a 'facilitation payment'. Facilitation payment refers to the practice of paying a small sum of money to (usually) an official as a way of ensuring that they perform their duty.
12. None of my relatives are employed or associated with the Company or any of its affiliate companies or its customers/clients/suppliers in any form; and I undertake that I **shall** immediately notify the Company in case-
- any person who is so employed / associated becomes a relative, and/or
 - a relative, in future, is so employed / associated with the Company.

I understand and acknowledge that:

- the restraints contained herein are reasonable in all the circumstances of employment and agree that they are necessary for the protection and maintenance of the Company and its business.
- my services can be suspended pending disciplinary action/enquiry/investigation as per Company policy and I shall abide by decision of investigation/enquiry Committee constituted for such purposes.
- the Company shall be entitled to seek an order for specific performance or injunctive relief or other equitable relief in case I fail to observe or breach any of the restraints herein.

I **shall** indemnify and keep indemnified the company for any loss, damages or injury suffered by the company for any breach of above conditions or any other clause or term of employment.

I understand and acknowledge that my failure to comply with this declaration and undertaking may lead to disciplinary sanctions which may include discontinuation of services, as well as civil liability and/or criminal prosecution under applicable laws.

Executed this 8th day of April 2021

Employee Signature	<u>Vidhanshu</u>
Employee Name	Vidhanshu Bhati

Annexure III

Personal Data - Declaration

Article I.

I **Vidhanshu Bhati** hereby certify that all statements made on the **Employment Application Form**, my **Curriculum Vitae** or **during my interviews** with the Company are **true and complete**. I understand that any omission or misrepresentation of any fact may result in refusal of employment or immediate dismissal.

I further understand that I shall be bound by the existing and new rules, regulations and policies of the Company including those related to Frisking (Pat Down) process wherein, a search would be conducted of outer clothing to detect any unauthorized / prohibited articles.

I confirm that I have voluntarily furnished my personal information to the Company and the Company shall be free to use such information and all other information that I may provide at any time hereinafter. The Company may share such information in connection with my employment and other related matters, as deemed fit and necessary by the Company.

I recognize that in connection with employment with Teleperformance, I may be the subject of a background enquiry and drug test by the company or its representative, and I hereby authorize the same. I also authorize the Company to take action including penal action against me in case any fact is found contrary to what has been stated by me in the application form mentioned herein above.

I do hereby declare that I will immediately report to my Line Manager or HR team in case of "**Change to Circumstances**", within **48 hours** of me becoming aware of such "**Change to Circumstances**" which may arise due to the following:

- a) I am found guilty of a criminal offence / is under police caution or investigation;
- b) There is a change in my legal right to work / work status; and
- c) There are any adverse credit judgments against me.
- d) Change in personal status like name change / marital status / permanent or current address change etc.

Executed this 8th day of April 2021

Temp Emp Code	142158043
Employee Signature	<u>Vidhanshu</u>
Employee Name	Vidhanshu Bhati

ANNEXURE IV
DECLARATION AND UNDERTAKING - Work From Home

I, **Vidhanshu Bhati**, do here-by confirm and declare that while I Work From Home, I will adhere to all company and Client confidentiality and security policies, not limited to the below:

- I understand and agree that 'Working From Home' is an extension of my workplace and all policies as applicable while Working From Office shall continue to apply, including Confidentiality Agreement, Code of Conduct, Data Security and WAHA Security Policy amongst others;
- I understand that I will not use pen, paper, mobile phone, camera, or any other electronic devices while I am Work from Home;
- I will not have unauthorised people, including family and friends to access or take a look at my device while I am working, however I also understand that their movement around or behind my device might be captured in any monitoring tool;
- I understand and agree that recording of conversations or other Teleperformance /Client/consumer information, outside of standard business processes is prohibited;
- I understand that the use of speakerphone is prohibited while Working From Home ;
- I understand that the key privacy considerations around accessing personal data (for example customer, client and employee information), read in conjunction with Teleperformance polices, standards and procedures, while Working From Home is strictly prohibited;
- I shall take particular care to reduce the risk of inappropriate or unauthorised disclosure of personal data while Working From Home; and
- I have a functional internet connection at home and shall ensure that it is operational with enough data availability at all the time. I understand that this is a pre-requisite for Work From Home and I shall maintain good internet bandwidth. I shall be fully responsible for upkeep and usage of this connection.
- I agree to return company or client's systems, assets, records and materials **within 36 hours** from the date of intimation received by the company in the same condition as it was provided to me.
- In case, I delay in returning or fail to return or returned in damaged condition, the company's or client's systems, assets, records and materials within such stipulated time then company has the undisputed right to recover penalties/amount as per the case may be.
- I agree to the use webcam for video calls/collaboration with supervisors and colleagues.
- I agree to the use of cameras the Teleperformance Cloud Campus by Teleperformance and the terms and conditions related to it as appended below, which is subject to update, as per the applicable law. This is regardless of whether the camera was provided by Teleperformance, if it is built-in or bundled with the equipment provided to the employee, or in a Bring Your Own Device (BYOD) scenario.
- I understand, that I have the option to raise a helpline ticket to the BHR team over the email id (**HR.TPCCIndia@teleperformancedibs.com**), if I will have any concern whatsoever, post deployment of Teleperformance Cloud Campus.
- I understand, that in the event, I desire to opt-out as Working-from-Home-Agent in the Teleperformance Cloud Campus, I will reach out to my immediate supervisor with a written notice stating the reason for it and [**HR.TPCCIndia@teleperformancedibs.com**].
- I hereby give my consent to Teleperformance's use of a Camera as part of the computer sign-on process to authenticate my identity. I further agree to allow Teleperformance to visually monitor me during work hours via a camera to ensure that my work-at-home environment meets the expectations of Teleperformance and its clients.



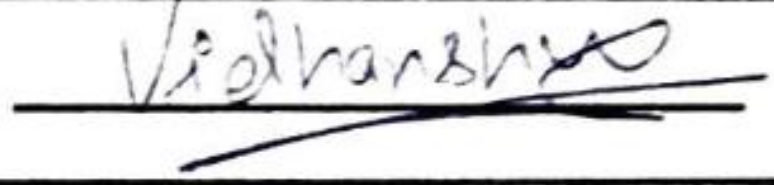
- I specifically understand and agree to Teleperformance's use of camera video and audio for security measures assessment, proper and lawful execution of all employment and client related contractual provisions, safety verification and any other business-related purpose. I agree to turn on the camera when requested and/or conduct verification via phone or video call pursuant to random clean desk audits.

For this purpose, I hereby understand that Teleperformance reserves the right to inspect my work area in my Work From Home site or the system virtually with or without advance notice to me. I also understand that at random intervals during your shift, Teleperformance may take snapshots of your workspace to analyze and detect any violations of existing security protocols including, but not limited to, clean desk policy, GECSP and TISPS standards. I hereby provide my consent and agree to such inspection and waive-off any claim for invasion of privacy in connection with such inspection. There are a number of situations in which I will activate the camera. These include: for my identification to be confirmed (in particular every time I login to Teleperformance systems); during regular security procedures; during 1-to-1 meetings, coaching sessions, and team meetings to achieve the most effective communication, collaboration and provision of the services. As I am providing services remotely, Teleperformance also recommend camera use during the rest of the time that I am providing services as a way to more effectively engage with my colleagues. When I activate my camera, it will be livestreaming and not recording. Every time recording is required (for Teleperformance business purposes, in a chatroom where you are present, for instance recording informational sessions delivered by TP Representatives), the 'recording icon' will show and I will be able to turn off my own individual camera during the recorded session.

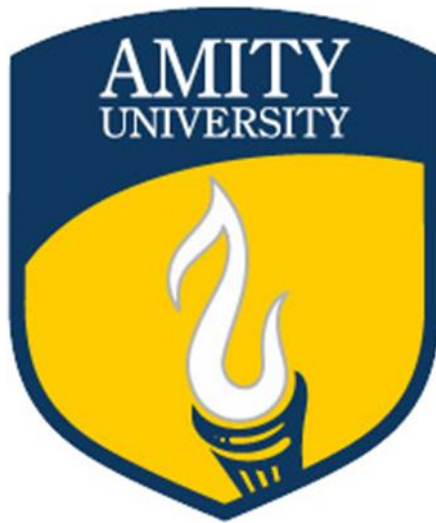
For above purpose, Teleperformance, in its sole discretion, reserves the right to install any system monitoring technology on the work machine including EDR, Webcams or any other software/file that allows for supervision at work-at-home site which includes, but is not limited to:

- Capturing 'facial confirmation', 'ID scan' and 'Geo Tagging';
- Tracking 'multiple people violation'. 'unknown user violation', 'not at desk violation', 'auto idle user detection'; Mobile phone detection and usage;
- Clean desk environment (use of pen/paper or other objects not permitted);
- Capturing Desk-top random image and click pictures when above violations are detected via random scan which could be used as evidence in case of any breach as per the security policy

I understand that failure to comply with the above will lead to appropriate action in accordance with Teleperformance HR policies and manual.

Temp Emp Code	142158043
Employee Signature	
Employee Name	Vidhanshu Bhati

Amity University Jaipur



Dissertation

2017-21

Topic:

Seafood Consumption and
Components for Health

Submitted by:

Vidhanshu Bhati

BHM 8th Sem

Abstract

In recent years, in developed countries and around the world, lifestyle-related diseases have become a serious problem. Numerous epidemiological studies and clinical trials have demonstrated that diet is one of the major factors that influence susceptibility to lifestyle-related diseases, especially the middle-senile state. Studies examining dietary habits have revealed the health benefits of seafood consumption. Seafood contains functional components that are not present in terrestrial organisms. These components include n-3-polyunsaturated fatty acids, such as eicosapentaenoic acid and docosahexaenoic acid, which aid in the prevention of arteriosclerotic and thrombotic disease. In addition, seafood is a superior source of various nutrients, such as protein, amino acids, fiber, vitamins, and minerals. This review focuses on the components derived from seafood and examines the significant role they play in the maintenance and promotion of health.

Keywords: seafood consumption, fish, polyunsaturated fatty acid, health function, cardiovascular disease.



vikas poonia <vikas3poonia@gmail.com>

Congratulations !

1 message

Abhishek v <abhishek@myhaulstore.com>
To: vikas3poonia@gmail.com

Thu, Mar 18, 2021 at 3:51 PM

Hi Vikas,

Congratulations! We are extremely excited to extend an offer to you to join the young and vibrant team of Blue Zone as "Sales Manager". I am sure your valuable experience and passion to excel will be of great value to Blue Zone and will help the company to propel towards its global vision.

We understand that this will mark a very significant step in your career as well. This will be a very different experience for you and we hope you are equally excited about the same. We hope that you can carve out a niche for yourself in this team and find the satiation and joy that everyone craves for in the professional aspect of Life and in the process grow with everyone else.

Coming to the professional part of the offer, you will need to join BlueZone team latest by 9th March, 2021. Your remuneration will be Rs.20000/ Month fixed, apart from IT deduction. Including variable component & retention bonus. On the financial front, your growth will be linked to your performance and company's growth, we are confident of both.

Note : There will be a one month notice period if you would leave the organization.

Many Thanks
Abhishek Vyas
9610143222
Director

RESEARCH



PROJECT

Detailed study on past trends

In room decor and current trends

BY: VIKAS POONIA

Of

Amity University

Batch 2017-2021

Under the Able Guidance of

Assistant PROF. DR. SUSHIL KUMAR

CERTIFICATE

This is to certify that, final year students of 4th year BHM have completed
The Research Project “Detailed study on past trends in room decor and current trends” in partial
Fulfillment of the requirements as laid down by the Amity University for the Bachelor in Hotel
management.

Sign of Guide:

Sign of Director:

Date:

Date:



THE IMPERIAL
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The Imperial New Delhi *Vocational Training Programme*

This is to certify that

AISHWARYA PANWAR

A student of Amity University Rajasthan, Jaipur has successfully completed the requirements for this program in Food & Beverage Service Department at The Imperial, New Delhi from January 04, 2021 to March 29, 2021

RANKING : EXCELLENT

ATTENDANCE : 82 OUT OF 85 DAYS

Yuvika
5/3/2021
YUVIKA SAWHNEY GOGIA
TRAINING MANAGER

Rajesh
5/3/2021
RAJESH VASWANI
HUMAN RESOURCES MANAGER



Core attraction for diners to dine in an establishment

Submitted to:

Prof. Sanjeeb Pal

Submitted By:

Aishwarya Panwar

BHM 8th semester

Enrollment no. A20749617002

INTRODUCTION

Endless buyers disparage a huge number of various eateries each and every day in the United States. In a wide range of eatery conditions, particularly those of little ' mother and pop ' or independently run organizations, restaurateurs face a horde of hindrances. To conquer large numbers of these issues, restaurateurs utilize various approaches to draw customers ' consideration and their support, at last seeking after expanded incomes. Obviously, and as additionally examined in past research (for instance, Robson, 1999), restaurateurs ' principle system is to address shopper needs and needs by augmenting their food and refreshment inventories through the steady offer of suppers and beverages. In any case, in many present-day accommodation conditions, the customers ' extreme impression of the feast experience may not really start with their sense of taste, or in accomplishing fulfillment through the conveyance of food and administration quality. In spite of the fact that food quality and food type are identified as significant factors in eatery decision, the café ' s environment and its style can be differential components in buyers ' extreme choice to disparage one café over another (Auty, 1992). In this manner, much of the time, supporters ' sense insight may go before or supplement the culinary joys they expect to appreciate at the foundation. Subsequently, the view that ' restaurateurs are on the whole correct to contend fundamentally on style ' (Auty, 1992, p. 324) has all the earmarks of being proper in some friendliness/café situations.

In this specific situation, contemporary buyer conduct research talks about that customers ' buy choices are not just roused by their immediate reactions to substantial items or administrations. Truth be told, components that incorporate music, aroma just as others (Milliman, 1982, 1986 ; North et al , 1999 ; Michon et al , 2005 ; Zemke and Shoemaker, 2007) may influence such reactions.

Concerning these angles, Milliman (1986) brought up that 'now and again the spot, or more specifically its air, is more influential than the actual item in the buy choice' (p. 286). This influence can, for example, apply to friendliness situations and conditions, where customers might be pulled in or attracted to



InterContinental Hotels Group

I-Intern Program

This certificate is awarded to
ARJUN PRATAP
Student of
AMITY UNIVERSITY, JAIPUR

For successfully completing Industrial Training

At Crowne Plaza Jaipur Tonk Road

From **03-01-2022** to **04-04-2022**

with 75 % Attendance

Overall Performance Rating: 3.5



“All of you” at IHG

Shivangi Rautela
Assistant Manager Learning & Quality

IHG

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H
Holiday Inn
Express

STAYBRIDGE
SUITES

IHG Rewards
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hotel
INDIGO

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H
Holiday Inn
Express

CANDLEWOOD
SUITES

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TAJ
ARAVALI RESORT & SPA
UDAIPUR

05th April, 2022

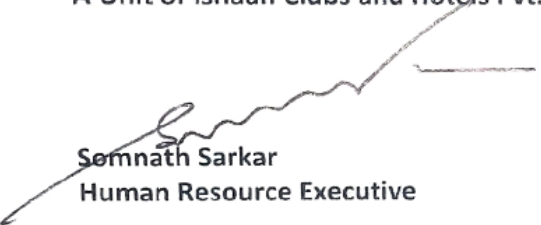
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Kranti Avatade** a bonafide student of **Amity University, Jaipur** has undergone **Industrial Exposure Training** at Taj Aravali Resort & Spa, Udaipur in **All four major Departments** from **03rd January, 2022 till 04th April, 2022.**

The attendance was **74** out of **92** days during the training with us.

The entire team of Taj Aravali Resort & Spa, Udaipur wishes her all the very best for her career!

For Taj Aravali Resort & Spa, Udaipur
A Unit of Ishaan Clubs and Hotels Pvt. Ltd.


Somnath Sarkar
Human Resource Executive

March 07, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Kirtan Patel**, a student of Amity University, Jaipur has completed his industrial training with Trident Udaipur from 3rd January, 2022 to 25th February, 2022.

Mr. Patel has trained in the below mentioned department.

- Housekeeping
- F&B Service

His attendance was 21/53 days.

We wish him a bright and successful future.

Thank you.



Shruti Kapoor
Deputy Manager- Human Resources
Trident Udaipur

Ref.

Date :

Date :- 05/04/2022

CERTIFICATE OF INTERNSHIP

This is to certify that Mr. Kirtan Patel student of Amity University underwent internship training in the Front Office and F&B Production departments from 08/03/2022 to 04/04/2022 .

This training was provided in part fulfillment of educational course/curriculum requirements .

During his training we found him to be sincere & hardworking .

We wish him best for his future endeavors .

For Casaya Inn


05/04/22

Rakesh Kumar

(General Manager)

04th April, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Atharva Ranade**, a student of Amity University, Rajasthan has done his industrial training with Trident Udaipur from 3rd January, 2022 to 3rd April, 2022.

Mr. Ranade has trained in the below mentioned department.

- Housekeeping
- F&B Service
- Front Office
- Kitchen

His attendance was 88/91 days.

We wish him a bright and successful future.

Thank you.

Shruti



Shruti Kapoor
Deputy Manager- Human Resources
Trident Udaipur



InterContinental Hotels Group

I-Intern Program

This certificate is awarded to

ADITYA SHARMA

Student of

AMITY UNIVERSITY, JAIPUR

For successfully completing Industrial Training
At Crowne Plaza Jaipur Tonk Road

From **03-01-2022** to **04-04-2022**

with 69 % Attendance

Overall Performance Rating: 3



"All of you" at IHG

Shivangi Rautela

Assistant Manager Learning & Quality

IHG

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DoubleTree
HOTELS

STAYBRIDGE
SUITES

hotel
INDIGO

EMERALD
HOTELS

CROWNE PLAZA
HOTELS & RESORTS

ibis
HOTELS

ibis
HOTELS

CANDLEWAX
SUITES

IHG Rewards
Club

*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.


TAJ
ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

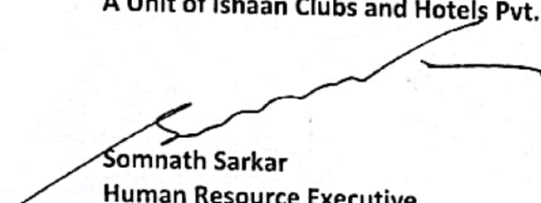
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Puneet Parashar** a bonafide student of **Amity University, Jaipur** has undergone **Industrial Exposure Training** at **Taj Aravali Resort & Spa, Udaipur** in **All four major Departments** from **03rd January, 2022** till **04th April, 2022**.

The attendance was **66** out of **92** days during the training with us.

The entire team of **Taj Aravali Resort & Spa, Udaipur** wishes him all the very best for his career!

For **Taj Aravali Resort & Spa, Udaipur**
A Unit of **Ishaan Clubs and Hotels Pvt. Ltd.**


Somnath Sarkar
Human Resource Executive


TAJ
ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

Dear Puneet,

On behalf of the whole Taj Aravali Resort & Spa, Udaipur team, I would like to express my heartfelt appreciation for the outstanding effort and contribution that you have displayed during your training tenure with us.

You were an integral part of the team and I personally thank you for the same.

Wishing you all the best!

Keep up the good work.

Thanking you,



Somanth Sarkar
Human Resource Executive



ARAVALI RESORT & SPA
UDAIPUR

Hi,

I am staying in Taj Aravali Resort & Spa, Udaipur. I would like to give a feedback.

It was a best of the best experience staying in the hotel.

I would like to mention few names

Ms. DIPANDITA

Ms TANYA

MS VAIBHAVI

MR PUNEET (He is a trainee but i would highly recommend him to be a permanent staff at hotel for his amazing hospitality & polite attitude.

For the ,fantastic, fabulous hospitality has such a staff can bring customers to same place again and again,

And all other whoever i met and whosoever served were amazing but names i have mentioned were "phenomenal"

I have stayed at many hotels but this was one of the best stay would like to visit again for a stay meet all of them again

I am short words to say thanks to them but i have tried to ... Read more


TAJ
ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

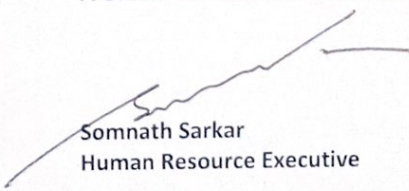
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Shivansh Kumar a bonafide student of Amity University, Jaipur has undergone Industrial Exposure Training at Taj Aravali Resort & Spa, Udaipur in All four major Departments from 03rd January, 2022 till 04th April, 2022.

The attendance was 56 out of 92 days during the training with us.

The entire team of Taj Aravali Resort & Spa, Udaipur wishes him all the very best for his career!

For Taj Aravali Resort & Spa, Udaipur
A Unit of Ishaan Clubs and Hotels Pvt. Ltd.


Somnath Sarkar
Human Resource Executive

TAJ
ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

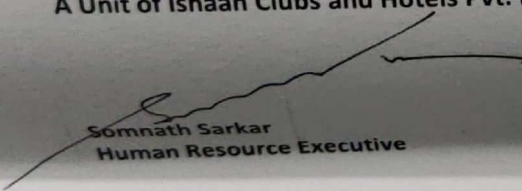
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Vaipulya Mehta a bonafide student of Amity University, Jaipur has undergone Industrial Exposure Training at Taj Aravali Resort & Spa, Udaipur in All four major Departments from 03rd January, 2022 till 04th April, 2022.

The attendance was 39 out of 92 days during the training with us.

The entire team of Taj Aravali Resort & Spa, Udaipur wishes him all the very best for his career!

For Taj Aravali Resort & Spa, Udaipur
A Unit of Ishaan Clubs and Hotels Pvt. Ltd.


Somnath Sarkar
Human Resource Executive



April 8th, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Aryan Kumar student of Amity University, Jaipur has completed his training in F&B Production and F&B Service with Radisson Blu MBD Hotel, Noida from 7th Feb 2022 to 4th April 2022. Wherein he has completed 39 days out of 56 days.

During his training tenure he was found to be very sincere, hardworking and efficient. His efforts are highly appreciated. We wish him all success and luck in all his future endeavours.

A handwritten signature in purple ink, appearing to read "Divya Sharma".

Divya Sharma
Head - Human Resources


ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Radhika Sahni a bonafide student of Amity University, Jaipur has undergone Industrial Exposure Training at Taj Aravali Resort & Spa, Udaipur in All four major Departments from 03rd January, 2022 till 04th April, 2022.

The attendance was 74 out of 92 days during the training with us.

The entire team of Taj Aravali Resort & Spa, Udaipur wishes her all the very best for her career!

For Taj Aravali Resort & Spa, Udaipur

A Unit of Ishaan Clubs and Hotels Pvt. Ltd.


Somnath Sarkar
Human Resource Executive


TAJ
ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vikas** a bonafide student of **Amity University, Jaipur** has undergone **Industrial Exposure Training** at Taj Aravali Resort & Spa, Udaipur in **All four major Departments** from **03rd January, 2022 till 04th April, 2022.**

The attendance was **52** out of **92** days during the training with us.

The entire team of Taj Aravali Resort & Spa, Udaipur wishes him all the very best for his career!

For Taj Aravali Resort & Spa, Udaipur

A Unit of Ishaan Clubs and Hotels Pvt. Ltd.


Somnath Sarkar
Human Resource Executive



InterContinental Hotels Group

I-Intern Program

This certificate is awarded to

VIBHOR YAGNIK

Student of

AMITY UNIVERSITY, JAIPUR

For successfully completing Industrial Training

At Crowne Plaza Jaipur Tonk Road

From **03-01-2022** to **04-04-2022**

with 68 % Attendance

Overall Performance Rating: **3.5**



"All of you" at IHG

Shivangi Rautela

Assistant Manager Learning & Quality

IHG

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Express

STAYBRIDGE
SUITES

hotel
INDIGO

WYNDHAM
HOTELS

CROWNE PLAZA
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H
Holiday Inn
Express
Select

CANDLEWAX
SUITES

IHG Rewards
Club

*IHG Rewards Club not applicable to Kimpton Hotels & Restaurants, to be included at a future date.

TAJ
ARAVALI RESORT & SPA
UDAIPUR

04th April, 2022

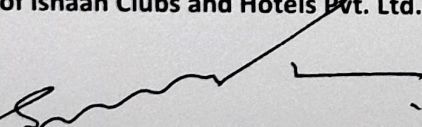
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Bhawani Singh** a bonafide student of **Amity University, Jaipur** has undergone **Industrial Exposure Training** at Taj Aravali Resort & Spa, Udaipur in **All four major** Departments from **03rd January, 2022** till **04th April, 2022**.

The attendance was **69** out of **92** days during the training with us.

The entire team of Taj Aravali Resort & Spa, Udaipur wishes him all the very best for his career!

For Taj Aravali Resort & Spa, Udaipur
A Unit of Ishaan Clubs and Hotels Pvt. Ltd.


Somnath Sarkar
Human Resource Executive



InterContinental Hotels Group

I-Intern Program

This certificate is awarded to

HARSH KUMAR

Student of

AMITY UNIVERSITY, JAIPUR

For successfully completing Industrial Training

At Crowne Plaza Jaipur Tonk Road

From 03-01-2022 to 04-04-2022

with 57 % Attendance

Overall Performance Rating: 3.5



"All of you" at IHG

Shivangi Rautela

Assistant Manager Learning & Quality

IHG

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HOTELS & RESORTS

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HOTELS MANAGEMENT

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Hilton

STAYBRIDGE
SUITES

IHG Rewards
Club

hotel
INDIGO

IH
HOTELS

CRUZE
CROWNE PLAZA

H
Holiday Inn

H
Hilton

CANDLEWICK
SUITES

IHG Rewards Club not applicable on Kimpton Hotels & Restaurants, to see inclusions go to [ihg.com](#)



Hotel Varju Villa, Udaipur (Raj)

6th April 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Daksh Chaudhary** a bonafide student of **Amity University, Jaipur** has undergone **Industrial Exposure Training** at Hotel Varju Villa, Udaipur (Rajasthan) in **all major departments** from **09th January 2022** till **4th April 2022**.

The attendance was **70** out of **84** days during the training with us.

The entire team of Hotel Varju Villa Udaipur, Rajasthan wishes him all the very best for his career.

A handwritten signature in black ink, appearing to read 'Kamal Dangi', is written above the printed name.

Kamal Dangi

Owner

AMITY SCHOOL OF HOSPITALITY

AMITY UNIVERSITY

RAJASTHAN



**“INFLUENCE OF LOCAL ALCOHOLIC
BEVERAGES IN INDIA”**

BACHELOR OF HOTEL MANAGEMENT

AMITY SCHOOL OF HOSPITALITY

Dissertation Supervision by:

DR.SUSHIL KUMAR

(Amity school of hospitality, Amity university Rajasthan)

Submitted By: KARTHIK

SAI KRISHNA

Amity University Rajasthan

2022

DECLARATION

I hereby declare that this Dissertation Project Report titled "INFLUENCE OF LOCAL ALCOHOLIC BEVERAGES IN INDIA" submitted to Amity School of hospitality, Amity University Rajasthan is a record of original work done by me under the guidance of DR.SUSHIL KUMAR. The information and data given in the report is authentic to the best of my knowledge.

Student Signature

Date:

CERTIFICATE

This is to certify that Dissertation Project titled ~ **INFLUENCE OF LOCAL ALCOHOLIC BEVERAGES IN INDIA** has been submitted by **KARTHIK SAI KRISHNA** Enrollment Number: **A20728918001**. At Amity School of Hospitality, Amity University Rajasthan towards the partial full fulfilment of the requirement for the award of Bachelor's in hotel management. This is an original work of student conducted under my guidance.
I wish him/her best for his/her future.

DR.SUSHIL KUMAR

Amity School of hospitality Amity University Rajasthan

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karthik
BHM
Batch of 2018-2022

04 April 2022

CERTIFICATE OF EMPLOYMENT – TRAINEE (INTERNSHIP)

This is to certify that Mr. **Tarun Garhwal** bearing passport number Z4524309 was on a traineeship at Tropical Paradise Co. Ltd – Hennessy Park Hotel- Ebene Cybercity, in the Kitchen Department from 5th January 2022- 4th April 2022.

During his tenure with us, he contributed to his best efforts to assist the kitchen team. He is someone with great commitment, creative and well organized. He works well in a team environment or independently.

I wish him all the best in his future endeavors.

Sincerely,


Varsha Reesaul
Group HR Manager

Tropical Paradise Co Ltd
Human Resource Department

65, Ebene Cybercity, Ebene, Mauritius | Tel (230) 403 7200 | Fax (230) 403 7201
Email info@indigo-hotels.com

www.hennessyhotel.com

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AMITY UNIVERSITY RAJASTHAN, JAIPUR



Dissertation

Local Mauritian Cuisine

**BACHELOR'S of HOTEL
MANAGEMENT AMITY SCHOOL OF
HOSPITALITY**

Dissertation Supervision by:

Dr. Chef Saurabh Sharma

Amity School of Hospitality

Submitted by:

Tarun Garhwal

Amity School of Hospitality

Amity University Rajasthan

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Executive Summary

Volcanic eruptions that built Mauritius, Reunion, and Rodrigues generated the Mascarene Islands, also known as Mascarenes or Mascarenhas Archipelago, roughly 8-10 million years ago.

The Arabs, who were presumably the first to describe their discovery of Mauritius in 975 AD but left no records, gave it the name Dinarobin.

In 1505, the Portuguese arrived and named the island Ilha do Cerne (Island of the Swan). Until then, the island had been unnoticed. They did, however, depart after leaving some sheep behind.

The Dutch arrived in 1598 and named it Prince Maurice, but it wasn't until 1638 that it was colonised.

Introduction

The Cuisine of Mauritius is told by the tropical position of the islet as well as the artistic diversity which characterizes the country. Mauritian cookery is a mix of African, Chinese, European (substantially French) and Indian influences in the history of Mauritius. Utmost of the dishes and practices into the culinary traditions are inspired by French culture, former African slaves, and Indian workers and Chinese settlers arriving during the 19th century. Over the times, each communities plant in Mauritius have acclimated and mixed each other's cookery to their relish, performing in the development of Mauritian cookery. While some popular dishes and goodies are consumed by Mauritians of all ethnical groups or communities, there are also form of cookerries which remain distinctly ethnical and are unique to a specific ethnical community due to their ancestral artistic and literal connections. Original food which varies depending on ethnical communities thus reflects the strong traditional, artistic, and literal influences of each community.

Dishes from French cookery have grown veritably popular in Mauritius. citation demanded) Despite being one of the lowest community in Mauritius, Sino-Mauritian cookery is the most present in the caffs throughout the islet.

Mauritius cookery has a 300 times history, with a multitude of influences brought by the people who settled there over time.

Deer, sugar club, fruits similar as tamarind, were brought by the Dutch, settled during the 17th century. French settlers left their cuisine styles, “daube” and “civet” (stew), rehabilitated by original since. Also, the intendant Pierre Poivre brought numerous spices similar as nutmeg, cinnamon and cloves.

Around 1830, English settlers decided to use Indian workers to plow the fields of sugar club. They brought their culinary styles, the notorious curry, now called “cari”, and the Briani, a traditional dish of the Muslim community.

Chinese immigration, substantially from Canton in turn amended the Mauritian cookery by introducing wok cuisine and multiple gravies like soy sauce. Either, what would be the Mauritian cookery without our traditional fried rice, fried polls, reversed coliseum and boiled pate.

All these influences have given rise to a rich, varied and over all exceptional cookery.

Fashions LISTS

Then's our list of fashions of Mauritian appetizers and entries also known as Gadjaks

Mauritius is a paradise for the palate and the senses, where the ethnical diversity of the original people is reflected in its cookery. The cookery of Mauritius, with its variety of flavours and aromas is indeed a gastronomic delight, making it a splendid place to witness real epicure food.

Mauritian cookery is a testament to the influences of the culinary traditions of France, Africa, Mughlai, India and China, which are the best-known and appreciated cookerries in the

world. The people of Mauritius have incorporated these influences with their original fruits, vegetables, spices and other constituents to produce an emulsion style of cuisine.

It's said that a typical day in Mauritius starts with a Continental breakfast, continues with a Chinese lunch, and ends with an Indian regale along with some French wine. It's clear that the Mauritian cookery moment, reflects the artistic uproariousness of the Mauritian society.

History of Mauritius

Mauritius, an islet of stormy origin sheltered by walls of coral reefs and demitasse-clear lagoons, has long been a dream destination.

Discovered by the Arabs as early as the 10th century, Mauritius was officially explored by the Portuguese in the 16th century and latterly settled by the Dutch in the 17th century. During this time, the Dutch introduced to Mauritius sugarcane, domestic creatures and slavery. The French latterly enthralled Mauritius (1715-1810) and in 1810, the British captured the islet. In 1835, the British abolished slavery, which led to the importation of indentured workers from India to work on the sugarcane colonies. Chinese and African labourers also arrived on the islet.

This unique history, amended by a variety of societies, created one of the stylish emulsion cookeries in the world moment. Mauritian cookery is a unique blend of French, British, Indian, Chinese and Creole culinary and cooking traditions.

Mauritius Food

The Mauritian dishes are generally served with rice, lentils and vegetables, which are veritably popular and are included in the Mauritian everyday food. Curries and rougailles are also a popular dish at the regale table, made from a mix of crushed spices and served with a number of "achards"-pickles.

Besides rice, numerous also conclude for a Dholl Puri or Roti, which can be, plant in megacity centres and offered by numerous road booths. These descend from Indian cookery and correspond substantially of a flatbread, like an interspersed crêpe, filled with curries and chili. The utmost introductory and common constituents used in Mauritian fashions are tomatoes, onions, gusto, garlic and chilies. Original spices constitute a major part of Mauritian cookery. Spices similar as saffron, garam masala, cinnamon, cardamom, and cloves are considerably used. Some original dishes are hot and racy, heavily told by Indian cookery, so be conservative when slice original foods. The Mauritians are known for flavoring up their food with lots of chili and the original chili is veritably hot – so one should first try a dish without chili first before adding any in!

Seafood in Mauritius

As Mauritius is girdled by the ocean, seafood suckers can celebrate and savour on numerous different fish and seafood dishes, typical to Mauritius.

Fish and seafood are generally caught locally, but may also come from the girding islets (similar as Seychelles). From a variety of snapper fish, ocean bream and tuna, you can have seafood any way you want; ignited, grilled, fried, sautéed or à la Mauricienne (the typical Mauritian way), rougaille- style. Interspersed fish (poisson salé), is also a popular fave in Mauritian cookery.

Other seafood islet delectable's, include the notorious "Millionaires salad" is made with oysters, shrimps, crayfish, crabs and prawns and is served with the heart of a wine tree.

Meat and Flesh in Mauritius

Away from seafood, meat and flesh are also incorporated in Mauritian cookeries and homes. Products are generally both original and imported; meat is generally imported from Australia though the venison and flesh is original. Meat and flesh is used in numerous variations in all ethnical cookeries, including Creole stews, Indo-Mauritian curries and Chinese stirfries. The unique blend of spices with vegetables, meat, flesh, fish and seafood gives a unique flavour to the food of Mauritius. It's worth mentioning that the original fruits similar as papaya, passion fruit, guava, mango, lychee, banana, pineapple and coconut give refreshing amalgamations and awful goodies.

Literature

Review

Over the once two decades, there has been a shift towards consumption of energy-thick, imported reused foods and fast foods accompanied by a neglect of the traditional diets in numerous developing countries. A neglect of traditional food (TF) systems is related to nutrition transition marked by an increased consumption of unhealthy reused foods and significant life changes similar as shy time for mess medication. This nutrition transition (NT) has also redounded in a rise in diet-related habitual conditions. The current review aims to bandy the significance of TF and diets of Indo-Mauritians who constitute the maturity of the general population in Mauritius as well as figure motorists behind the present NT. Understanding the functional parcels of traditional foods is important in developing interventions to reduce the rising frequency of habitual conditions similar as rotundity in Mauritius. A precedence in view of the prevailing habitual complaint burden could be to revive the use of neglected TF with high nutritional benefits through original nutrition education programs targeting the general population and in addition, to ameliorate mindfulness of the high nutritive values of original TF in the education system as well as encouraging food companies to vend these foods in an comestible manner.

Traditional food systems and their nutritive benefits

Traditional foods (TF) can be defined as those foods which appear from original factory or beast coffers through gathering and harvesting, and these foods also bear artistic meaning¹⁵. Before the arrival of industrialisation and profitable changes in Mauritius, traditional foods of Indo-Mauritians comported substantially of wild grown vegetables also known as 'brèdes' (lush vegetables), root masses like cassava, tapioca, cassava, sweet potato, grains similar as sludge, sap, fresh milk attained through parenting of creatures like scapegoat and cows, and marine sources of beast protein through fishing. Given the veritably physical demands in fishing, parenting of creatures, gathering and harvesting along with travelling long distances on bottom, energy spent in carrying food was veritably significant. Analogous trends of carrying food and which needed physical exertion have been reported likewise among other populations similar as Indian American and endemic communities¹. Most frequently, energy expenditure was relatively high due to labour-ferocious work similar as husbandry-related occupations and lower use of transport vehicles coupled with significantly little time spent in watching the TV.

Composition of traditional foods

Unexpectedly, cassava, breadfruit and sweet potato were the preferred masses of the Mauritian diet rather of rice since during World War II, rice came scarce and had to be rationed¹³. Root vegetables were fluently available and could be grown in one's vicinity. Further, wild leafy vegetables, known as " brèdes" in Mauritius, were frequently collected in different seasons, cooked and eaten with staple foods like rice¹⁷. Accordingly, rice came a precious commodity during the 1970s and only people, who could go it, would buy good quality rice while allotted rice was of poor quality. Through

testaments of senior people, it has been known that a small quantum of rice, when eaten, was boiled with lush vegetables and was set also to a haze thickness and also, eaten with chutneys, gravies or pickles.

There was no or little addition of cooking canvas and swab was used sparingly since both particulars weren't affordable to everyone. Once a week, fish was eaten and which was the preferred source of beast protein among Indo-Mauritians because of its easy vacuity and it was cheaper compared to other types of meat. Also, during the 1970s in India, rather of meat and meat products, whole grain cereals, beats, fruits and vegetables were more frequently consumed¹⁸. Hence, it can be inferred that analogous meat and fish consumption patterns were followed among Indo-Mauritians during the 1970s to 1980s. As for grains and sap, kinds of dried sap similar as 'dholl' and lentils were cooked together with rice and served while occasionally, seven kinds of dried sap and grains were ground, roasted together with swab or sugar and made into small balls. This was a veritably popular item known as 'satwa' which means the mixing of 7 sap or constituents in one food only. Most importantly, 'satwa' was and is still viewed as extremely nutritional by senior Indo-Mauritians and in particular, it was generally consumed during and post gestation or during times of illness. Analogous practices have been proved in areas of India similar as in Himachal Pradesh where cereals and legume grounded foods are the common masses, and sap are frequently accompanied by rice or cooked flour dough known as 'roties'¹⁹. Like in other analogous societies, wild overgrown fruits similar as guavas were frequently eaten while green banana, when cooked, was consumed and accompanied with chutney or chilies' pickle¹⁹. Popular snack particulars were sludge pudding and fumed rice galettes, which is known as 'poutou' till moment. Among the potables, water and tea with milk were most generally consumed. Soft drinks along with candied potables weren't common since they weren't fluently affordable.

In addition, particular attention should also be paid to the cuisine styles of these TF. Also to other native Indian societies, boiling was the most common cuisine system among Indo-Mauritians¹⁵ simply because it was a cheaper and quicker way of preparing refections. An earth roaster, which was generally constructed outside of home and made of rustic sticks and slipup units, was used to prepare both

beast and factory- grounded foods. Away from boiling, embroiling, riding and heat or fumed styles of cooking food were common. Smoking and drying were frequently preferred styles of conserving and cooking meat or fish. In particular, fish products have been traditionally saved by turmoil, salting, drying and smoking in the Northeast and South East corridor of India, and these saved fish products are consumed as a side dish with cooked rice²⁰.

Benefits of traditional foods

Although contagious conditions and child mortality were the most critical health problems among our ancestors, the traditional diets and consumption patterns among Indo-Mauritians handed numerous nutritive benefits along with advantages beyond nutrition. For case, growing, gathering, harvesting and fishing conditioning related to TF systems confer health benefits through increased physical exertion and it has been reported that some communities like the Innu people used to expend as important as 50 mega Joules of energy daily .

Research

Methodology

METHODOLOGY

This study was carried out using a check- predicated approach with a questionnaire.

Questionnaires

The questionnaire administered to the attesters comprised mainly near- concluded questions and was divided into four sections. Section A looked into the awareness of functional foods, section B shoveled into the consumption patterns, coping behavior and motives of functional food buyers and non-buyers' while section C

assessed the amenability to pay for functional foods. Section D looked at the socio-demographic lives of the attesters including age, gender, education position, health status, actuality of children in the family and ménage income.

In order to assess the significance given to functionality, the attesters were asked to rank the following determinants of food choice in order of priority price, taste, income, food safety, advertisement, ready to eat, racial beliefs and functionality. Knowledge about functional ingredients analogous as calcium, salutary fibre, omega-3 adipose acids and probiotics was tested using questions involving categorical druthers. Attesters were asked to choose the statement which, predicated on their knowledge, swish described the function of the below mentioned ingredients. Attesters were also handed with a list of quotidian functional food particulars and were asked to tick that they had bought during the 30 days preexisting the check. Likewise, attesters were asked to rate the statements related to ' reasons for buying functional foods' on a 5- point Likert scale (strongly differ, differ, not sure, agree and agree strongly). Also, reasons for not buying functional foods were also rated.

The draft consumed questionnaire was pre- tested with 10 attesters who were representative of the definitive sample. Pre-testing was done in order to identify any unlooked-for problem, weakness and areas of improvement. In the light of the feedback attained from the pre- test, some of the questions in the draft questionnaire were re- stated and re- arranged.

Testing and enumeration

As proposed by Baba (1998), region of roof was taken as the slice criterion, since it's an important factor impacting food consumption patterns. The sample comported of Mauritian consumers who cover for their ménage food. The total number of homes in Mauritius, is estimated to be 296, 300 (CSO, 2006) out of which two hundred were tried. This reckoned for 0.07 of the target population. Given that 57.3 of Mauritian homes are in pastoral regions (Central Statistics Office, 2006), 115 attesters (57.3 of 200) from pastoral areas and 85 (42.7 of 200) from communal areas were singly named from pastoral and communal areas to

ensure representativeness of the sample. The 200 attestors were tête-à-tête canvassed by one enumerator using a pre-designed questionnaire. The data collected was coded and analysed using SPSS16.0. Cross-tabulations of applicable variables were carried out and Pearson Chi-square tests were used to test for posterior statistical significance.

History of Mauritian Cuisine origins and influences

Dutch influences

During the Dutch Period (1598-1710 Announcement), sugarcane (from Java) was first introduced to the islet. At the time, Sugarcane was substantially cultivated for the product of arrack, a precursor to rum. It was not until 60 times latterly that sugar as we know it was produced.

In 1639, deer from Java islet were brought to Mauritius by the Dutch governor, Adrian Van Der Stel, for beast purposes. Following a cyclone, the deer broke free and returned to the wild.

Dishes with mossbacks

Mauritius was the only known niche of the now-defunct fogy raspberry

When it was discovered, the islet of Mauritius was the home of a preliminarily unknown species of raspberry, the fogy. Mossbacks were descendants of a type of chump which settled in Mauritius over 4 million times ago. With no bloodsuckers to attack them, they lost their need and capability to fly.

In 1505, the Portuguese came the first humans to set bottom on Mauritius. The islet snappily came a layover for vessels engaged in the spice trade. Importing up to 50 pounds (23 kg), the fogy was a welcome source of fresh meat for the mariners. Large figures of mossbacks were killed for food.

Latterly, when the Dutch used the islet as a correctional colony, new species were introduced to the islet. Rats, gormandizers and monkeys ate fogy eggs in the ground nests. The combination of mortal exploitation and introduced species significantly reduced the dodo population. Within 100 times of the appearance of humans on Mauritius, the formerly-abundant fogy came a rare raspberry. (citation demanded) The last bone was killed in 1681. (20) The fogy is prominently featured as a supporter of the fleece of arms of Mauritius.

French and British Influences

French influences in Mauritian Cuisine/ Franco-Mauritian cookery

A fish dish at a eatery in Mauritius

Mauritius has had strong ties with French culture throughout its history and was deeply told by the French people's "savoir vivre". French staking traditions have also told Mauritian cookery in the use of venison and wild boar, which is generally served on domaines or estates, caffs and hospices. As times passed by, some have been acclimated to the further fantastic constituents of the islet to confer some unique flavor. French influences in Mauritian cookery can be plant in the consumption of Rougailles (light stew) scented with thyme, Daube (i.e. funk or beef stew), croissants, birthstone chuck, bouillon, tuna salad, civet de lièvre and coq au vin served with good wine. Numerous forms of French goodies and gallettes were told by the Franco-Mauritians and can also be plant in France; similar as cocottes. French cocottes and milk coffee is well-suchlike by Franco-Mauritians. Common main and lateral dishes in Mauritius

Chinese polls (fried or boiled), fried rice (called"diri frir"), "bol renversé", "boulettes" (i.e. fish balls, vegetables and meat balls in broth), Sino-Mauritian spring rolls, Hash seuy, haleem ("halim"), "bryani" (also written as "briani" and occasionally called "brié"), "dholl puri" and roti served with tomato sauce and pickles; curry, including "sept caris" (Tali), are popular form of dishes for the Mauritians anyhow of their race. Another popular dish is "vinnday" (or "vindaye"); the gamy interpretation of vinnday is made by using a admixture of ginger, mustard seeds, and turmeric.

Mauritius is known for its gravies and curries which are generally served with meat, seafood, and vegetables dishes. Other common medications are chutney, archard, and pickles. The Mauritian curries are unique as they infrequently contains coconut milk, generally uses European sauces (e.g. thyme), and uses further variety of meat (e.g. duck) and seafood (e.g. octopus). The rougaille (also written as "rougay") is a tomato sauce cooked with onions, garlic, chillies, gusto and variety of spices, which is popular; it can be eaten with fish, meat and vegetables. The Mauritian performances of curry, chutney, rougaille, and pickles have a original flavour and differ, at times vastly, from the original Indian fashions.

Franco-Mauritian dishes and French food dishes, drinks and goodies, include

List of Franco-Mauritian dishes

Types of Food List of food

Relish dishes Stew

Civet de lièvre

coq au vin

Daube (i.e. beef or beef stew)

Rougailles (light stew) scented with thyme,

Soup

bouillon

Salads Fish- based

tuna salad

Bread

birthstone chuck

Goodies and Afters

croissants

Cocottes; i.e. French cocottes

DrinksNon-alcoholic

Milk coffee

Alcoholic

Wine

British influences in Mauritian Cuisine

Main composition Tea culture

The liking for afternoon tea in Mauritius is an influence from the British who took over the islet in 1810.

Chinese influences in Mauritian Cuisine/ Sino-Mauritian cookery

Main composition List of Sino-Mauritian dishes

Sino-Mauritian cookery includes both Chinese cookery (transmitted from their ancestors and lately learnt through peregrinations to China) and localization of Chinese cookery. Sino-Mauritian cookery generally correspond of fried vegetables, oyster sauce, fried rice, meat, and fish.

The 19th century saw the appearance of Chinese settlers, who came substantially from the south-eastern part of China; these Chinese settlers were substantially Cantonese from Guangdong, Hakka from Meixian and Chinese people from Fujian. Chinese settlers substantially lived in harmony in the Chinatown in the capital of Port Louis and participated their culture with other communities. They're largely credited for making polls, both fumed and fried, and fried rice popular. Sino-Mauritians also follow and/ or have maintained some Chinese food traditions and customs. For illustration, the tradition of Chinese red eggs which are participated with family members. It's customary for Sino-Mauritians to eat fried polls on birthday fests.

Between the 20th and 21st century, some Sino-Mauritian returned to China to learn new culinary dishes and returned to Mauritius introducing new dishes in their eatery in Mauritius. (In the 21st century, Sino-Mauritians, who abided overseas (e.g. in China, Taiwan) for a many times before returning to Mauritius, also introduced new Chinese food and drinks culture in Mauritius. For illustration, Bubble tea drinking culture was introduced by Fabrice Lee, a Sino-Mauritian, who in lived in Taiwan for 8 times before returning in Mauritius. (The first bubble tea shop in Mauritius opened in late 2012; since also, there are bubble tea shops in utmost shopping promenades on the islet, getting a popular place for teenagers to purlieu.

Sino-Mauritian cookery include dishes, mists, appetizers, afters, snacks and sweets

List of Sino-Mauritian food cookery/ Chinese- influence cookery

Type of Food List of food

Appetizers Egg- grounded Dizef roti" (lit. restated as"roasted eggs")

Fried appetizers

Chipek, also called "sipek"; also known as "croustillants au tapioca" in French,

Crisp funk (碎炸香子鸡)

Crisp squids (椒盐鱿鱼球)

Fried wantan

"Hakien" (original interpretation of the spring roll with a flour batter replacing the traditional rolled wrapping)

After and Snacks Sweet flavor

Almond biscuit

Fagao, called "Putou chinois" or "Poutou cream"

Jian dui (generally called "gato zinzli"; sesame balls; they're called jien-yan-e (Chinese 煎丸 欸) by Sino Mauritians

Mooncakes; both Hakka and Cantonese interpretation are plant on Mauritius

Nian gao (called "gato lacire" in Mauritius); niangao can be imported from China while others are locally made by families having passed the tradition from generation to generation,

Sachima, called "gâteau fop"

Tangyuan

"Tao Sa"/ Teosa, a short confection filled with sweet bean paste

Savoury flavour

"gato grouser",

Both sweet and savoury interpretation can be plant

"gato cravat" (sweet or salty interpretation),

Dimsum-suchlike dishes Chinese dumplings, generally appertained as "Boulettes"

fish balls,

meat balls (called boulette la viande) which is served in broth, and

"niouk yearning" ("boulette chou chou" in French; lit. "chayote balls"),

siu mai (also written as "saw mai"),

kinds of tofu (called "teokon");

Filled Buns

Baozi, generalised called Bao. (

Main dishes Chinese polls are called "mines". There are kinds of polls

Boiled Polls, (8)

Chao mian; Fried Polls, known as "mines frites", (3) (8)

Rice polls (called "meefoon"), made of rice vermicelli

"yee- mine";

Rice

White rice (白飯) Plain brume rice-a staple food

"Bol renversé" (lit. restated as "reversed coliseum" or "upside-down coliseum", a original interpretation of a Chinese dish which is composed of rice and vegetables at the base, a subcaste of meat or shrimp and a fried egg as a dish beating .

fried rice (called "diri frir")

Munfan (烩饭), called moonfan

Zongzi, called "Zong", can be plant in sweet or salty interpretation

Side dishes Poultry Chicken in Sichuan sauce (川辣炒鸡片)

Funk sweet and sour (糖醋鸡)

Duck Pekin duck

Fish Sweet and sour fish (糖醋淋班球)

Beef Sizzling beef with shallot and gusto (鐵板姜葱滑牛片)

Black Pepper Beef

Mixed vegetables and meat grounded Chop suey

Funk Chop suey (炒什架鸡片)

Mists Dumplings Sui kiow

Moon kiow

Flesh and vegetables Chinese sludge haze

Funk and sludge haze (粟米鸡粒羹)

Pork and vegetables Hamchoy broth with pork (肉咸菜湯)

Ocean- Food grounded

Abalone haze

fish ball haze (鱼旦湯)

Shark fin haze

Drinks Cold drinks

Bubble tea (lately introduced in Mauritius in 2012)

Scum noir (lit." black jelly"); it's made of lawn jelly in water and sugar or saccharinity water.

Hot drinks

Herbage tea.

Gravies and seasonings

Oyster sauce

Traditional Sino-Mauritian dishes and snacks which are also eaten on important traditional Chinese leaves or carnivals are

List of Sino-Mauritian dishes associated with Traditional Chinese Leaves/ Carnivals

Name of Festival or Leaves Name of food

Chinese New Year

Chipeks; also called "sipek"; also known as "croustillants au tapioca" in French,

Fa gao (which is called "putou chinois" or "poutou cream" in Mauritius)

"gato grouser",

"gato cravat" (sweet or salty interpretation),

"gâteau fop", almond biscuits,

Nian gao ("gato lacire"),

sesame balls (called"gato zinli"),

"Tao Sa"/ Teosa (Dousha), a short confection filled with sweet bean paste (26)

Lantern Festival

Tangyuan

Dragon Boat Festival

zongzi

Guan Di Birthday, known as"Fete Mines"

Fried Polls

Mid-Autumn Festival

mooncakes,

Likewise, Chinese and other Asian caffs are present each around the islet, and offer a variety of funk, squid, beef and fish dishes, utmost generally prepared in black bean sauce or oyster sauce. Mauritian families frequently consider a regale at an Asian eatery as a treat. Delectables similar as wolf fin haze and abalone haze can only be plant in specialized Chinese caffs.

Indian influences in Mauritian cookery/ Indo-Mauritian cookery

Following the invalidation of slavery, Indian workers who migrated to Mauritius during the 19th century brought their cookery with them. Those indentured laborers came from different corridors of India, each with their own culinary tradition, depending on the region. Traces of both northern and southern Indian cookery can be planted in Mauritius. As they're the majority population in Mauritius, they've largely contributed to making rice the staple dish. Dhol-puri and roti which are Indian- origin delectables have become a common popular form of food for all Mauritians anyhow of races.

Indo-Mauritian cookery used common constituents, similar as dals (i.e. unheroic- split peas), vegetables, sap, and pickles to accompany the dishes. It also uses expansive quantum of spices; common spices include saffron, cinnamon, cardamom, and cloves.

Indian-Mauritian dishes, seasonings, and goodies include

List of Indo-Mauritian food

Type of Food List of Food

Yellow- lentil peas ground

Dhol puri -flat- hotcake looking dish which is cooked and stuffed with unheroic split peas, which is served with tomato sauce and pickles,

Flour- ground

Roti,

Chapattis,

Farata,

Rice- grounded

Byriani (also known as briani or brié) (9)-a popular road food. (3) It's of Mughal origins and is generally prepared by the Muslims community in Mauritius. (6)

Side dish

Curry (called"carri")-The Indian settlers and their descendants had a big influences on Mauritian curries. It also includes the"Sept-caris" (Thali), which is traditionally served during Indian marriages in Mauritius.

Salted fish rougaille,

Pickles

Pickles,

Vegetables archard- made of shredded cabbage, carrots, sap and cauliflowers which are cooked with garlic and onions.

Snacks

Ghantia

Gâteau piments (lit."chilli galettes")-a variant of Indian vadai.

Gato brinzel-egg factory galettes.

Poutou -not to be confused with the Sino-Mauritians"putou chinois"or"poutou cream" (i.e. fa gao).

Samosa- generally stuffed with pea and potato and flavoured with spices,

Sweets

Gulab jamun,

Rasgulla.

Sultalfine (known as Sutarfeni in India)

Seasonings

Chutney (called"satini"), including chilli-coconut chutney,

Mauritian Creole cookery

The creole cookery is eaten by every Mauritians and has its influences from African, Indian, and French cookery. Mauritian Creole dishes generally involves the consumption of seafood, fresh vegetables, beats, sap, and sludge.

Creole cookery in Mauritian include dishes

List of Mauritian Creole cookery

Type of Food Name of Food Description

Rougaille Creole rougaille It's a racy tomato sauce with meat or fish, which shows African heritage of the dish.

Plain rougaille It's a plain tomato rougaille which can be served as side dish.

Vindaye Vindaye A deep fried fish carpeted with ground admixture of turmeric, mustard seeds, gusto and chillies. Octopus can also be used rather of fish; the octopus is bleached rather of fried.

Cate Poudine Mais (lit." Sludge pudding") It's a well- known cate of the Mauritian Creole community.

Development of food and drink assiduity

Development of Rum Industry

Rum from Mauritius

It was during the French and English administration that sugar product was completely exploited, which vastly contributed to the profitable development of the islet. (citation demanded)

François Mahé de Labourdonnais was the first person to support the development of rum assiduity in Mauritius. And when Mauritius came a British colony, the colony frugality was substantially sugar club. It was Dr. Pierre Charles François Harel who in 1850s originally proposed the conception of original distillation of rum in Mauritius. Mauritius moment houses four distilleries (Grays, Medine, Chamarel and St Aubin) and is in the process of opening an fresh three. (citation demanded)

Development of tea assiduity

Tea factory was introduced in Mauritius in 1760 by a French clerk, Father Galloys. In 1770, Pierre Poivre planted tea shops on large scale. Still, it's only in the 19th century under the British rule that marketable tea civilization was encouraged by Robert Farquhar, the Governor of Mauritius. Robert Farquhar had a tea theater at Le Reduit; still when he left Mauritius, no one was interested in his design. Sir John Pope Hennessy, the 15th Governor of Mauritius, latterly revived original interest in tea civilization and a tea colony at Nouvelle France and at Chamarel.

Then's a list of succulent food of Mauritius

1. Curries-Popular Mauritian Cuisine
2. Farata-The Mauritian Version of Parata
3. Alouda-Almond Flavoured Faloda
4. Bois Cheri Tea-Mauritian Chai
5. Dim totalities-Momos of Mauritius
6. Mauritian Biryani-A Hyderabadi Variant of Biryani
7. Seafood-Mauritian Ocean Dish
8. Dhol Puri-Wheat Pancake Stuffed with Ground Peas
9. Sugar from L'Aventure du Sucre
10. Mithai-An Indian Dish turned Mauritian
11. Coconut galettes-A Sweet Dish
12. Mine Frites-Fried Polls
13. Rum-Green islet and Pink Pigeon
14. Coconut Chutney
15. Palm Heart Salad-The Millionaire Salad
16. Bol Renverse-Layered Rice outgunned with Fried Omelette
17. Boulettes-A Variant of Chinese Dumplings

18. Achard Legumes-Pickled Vegetables

19. Gajak-Deep Fried Snack

20. Roti Chaud-Indian Flat Bread

1. Curries-Popular Mauritian Cuisine

Source

Curries have come a major element in the Mauritian cookery due to strong Indian influence. They're still different from the traditional Indian curries. The Creole curries have garlic, onion and curry leaves as their base. Frequently savoured with rice and chuck, curries of Mauritius aren't too racy when compared to their Indian counterparts. The octopus curry on near Gris Gris sand will be a delight to your taste buds.

Where to try Sunshine Fusion eatery in Poste Lafayette, Roti Aka Vinoda eatery in Flic en Flac, House of India in Trou aux Biches, Sitar Indian Restaurant in Moka, Saffron Grill eatery in Riviere du Rempart and Mich Resto in Chamarel vill.

2. Farata-The Mauritian Version of Parata

SourceSounds analogous to parantha, right? Farata is the Mauritian variety of Indian parantha. It's frequently eaten with curry or chutney (read more on chutney latterly). Besides Farata, Roti Chaud is also served with chutney and curry. They're extensively vended on the thoroughfares alongside all Indian caffs.

Where to try La Chaumière Masala Restaurant, Ile aux Cerfs islet, Mauritius and House of India in Trou aux Biches

3. Alouda-Almond Flavoured Faloda

SourceSounds familiar again? Alouda is the variant of Indian Falooda. It's either pink or green in colour and is made by dissolving agar agar (which is in turn attained from seaweeds), basil leaves and milk with substance. The stylish place to try Alouda is Alouda Pillay in Port Louis. It's also vended extensively in the central request of Port Louis so that you will not miss it anyway.

Where to try Banana Beach Club in Grand Baie, Big Willy's in Tamarin Village, The Oberoi Bar in Pointe aux Piments

4. Bois Cheri Tea-Mauritian Chai

SourceBois Cheri grows black tea, which is latterly added with imported flavouring substances. After taking a stint of the Bois Cheri tea plant, sit in the Bois Cheri café and enjoy a belt of this black vanilla tea. One great piece of advice- also take stock of Bois Cheri tea from the shop, you'll miss the taste for sure.

Where to try Bois Cheri Tea plant in Bois Cheri Road, Mauritius

5. Dim totalities-Momos of Mauritius

SourceDim totalities are a part of the Sino-Mauritian cookery. All Chinese caffs in Mauritius serve dim totalities. They're small bite-sized portions of vegetables or meat. Dim totalities are wrapped in dough, or fumed and fried. They're frequently served with chutneys. Do not you find it analogous to the Momos vended in your road? Momos and Dimsums are in fact the same dish. Momo is the Tibetan name for Dim totalities of China. Some Chinese caffs in Port Louis will quench your hunger for Dim totalities.

Where to try Asian Restaurant in Pointe de Flacq, Chez Patrick in Mahebourg, King Dragon in Quatre Bornes, Canton in Port Louis

6. Mauritian Biryani-A Hyderabad Variant of Biryani

SourceApart from being another Indian dish, Mauritian biryani is veritably analogous to Hyderabad Biryani. The flavoured rice is made with a huge list of spices, long-grained Basmati rice and yoghurt. Also, potatoes are placed at the bottom to help the rice from burning or sticking to the vessel. Le Tandoor, near Grand Bay, is touted as the stylish place to enjoy Mauritian biryani. Crunchy Socarrat, do not you love the crust of biryani rice that forms a subcaste at the bottom of the visage?

Where to try Aggregate snacks, Rue de Labourdonnais in Mahebourg megacity

7. Seafood-Mauritian Sea Dish

SourceIt's veritably egregious that an islet girdled by waters has some great seafood in store. Mauritian cookery is said to be ocean- food heavy as it forms a major part in stews and curries and other dishes as well. Grouser curry, coriander and chilli fish, fried squid, Vindaye ourite, Vindaye poisson and other seafood grounded dishes are a must- pass. The stylish seafood of Mauritius is plant along the sand roads and in the booths along the sand. Get ready to eat the fresh catch from waters!

Where to try La Capitaine eatery, Amigo Restaurant in Cap Malheureux, Cabane du Filao in Pointe aux Piments, La Terrasse in Grand Baie, La Plage Restaurant in Palmar

8. Dhall Puri-Wheat Pancake Stuffed with Ground Peas

SourceDhall Puri is the stylish road food of Mauritius. Thin wheat chuck is stuffed with ground split peas. It's served with curries, fix and chutney. It's vended each over the islet, and you can not go to miss this dish.

Where to try Dewa Dhall Puri in Rose Hill, Dewa Restaurant in Moka, Four Angels Dhall Puri Restaurant in Bel Air

9. Sugar fromL'Aventure du Sucre

SourceTrue, Sugar can noway be a dish. For centuries Mauritians used sugar as a currency. Sugar is Mauritius is the most exported commodity of the islet. You get to taste all types of sugar manufactured in this islet atL'Aventure du Sucre, a sugar gallery. You'll have to visit this gallery to taste variants of sugar for free!

Where to tryL'Aventure du sucre sugar gallery

10. Mithai-An Indian Dish turned Mauritian

Source Sounds veritably Indian? If you're a sweet-toothed sightseer, Mithais of Mauritius will be a delight to your taste buds. Mithais are sweet and caloric. Bombay sweets Mart, located in Port Louis will let you taste all the best of their sweets.

Where to try Mori Mithai in Long Mountain and Bombay Sweets Mart

11. Coconut galettes-A Sweet Dish

Source Though coconuts are available everywhere, you shouldn't miss drinking from a coconut on a sand in Mauritius. Coconuts are considerably used by Mauritians to make chutneys and galettes. Made from grated coconut and sugar, coconut galettes of Mauritius are succulent and tasty. They're called tomahto in Mauritius, though they aren't made using tomatoes. Numerous cafes in Port Louis vend succulent coconut galettes.

Where to try La Toque Blanche, Frame n Grill, La Route Du eatery

12. Mine Frites-Fried Polls

Source It's another road dish in Mauritius. A fried patty, this dish is outgunned with fried onions and chilli. The stylish place to eat this Chinese food is from any cafe in the China city. The polls are fried in soy sauce; you'll love it if you're an addict of Chinese cookery.

Where to try Asian Restaurant in Pointe de Flacq, Chez Patrick in Mahebourg, King Dragon in Quatre Bornes, Canton in Port Louis

13. Rum-Green islet and Pink Pigeon

SourceMauritian rum is enough good, though it doesn't reach the standard of Caribbean rum. The stylish places to taste Mauritian rum are numerous St Aubin, Chateau Labourdonnais, Rhumerie de Chamarel among others. Rum is produced in colorful flavours like vanilla, coffee, kumqar, spices and citrus fruits.

14. Coconut Chutney

SourceEvery curry mess in Mauritius is accompanied by chutney, of which coconut chutney is the most favourite one. It complements a racy curry. Coconut chutney is another Indian dish, which is extensively eaten with Idlis in southern India.

Where to try La Chaumière Masala Restaurant, Ile aux Cerfs islet, Mauritius and House of India in Trou aux Biches

15. Palm Heart Salad-The Millionaire Salad

SourceCalled as the'Millionaire'salad', Palm heart salad is a Mauritian delicacy. After win trees grow old, for about seven times, they're cut down. An arm-sized tube inside this box is sliced and eaten as a starter, which is latterly eaten with salad.

Where to try La Table du Château, Restaurant Bambou, Four seasons eatery, La Pirogue

16. Bol Renverse-Layered Rice outgunned with Fried Omelette

Source

Bol Renverse is a type of biryani conforming of three layers fried egg, funk or seafood stir-fried with vegetables and gravies and eventually the boiled rice. While preparing the dish, the fried egg is first placed in the coliseum, also the fried veggies with funk and incipiently, cooked rice. Still, while serving it's turned upside down. It's available in many Mauritian capps in Port Louis.

Where to try Aggregate snacks, Rue de Labourdonnais in Mahebourg megacity

17. Boulettes-A Variant of Chinese Dumplings

SourceBoulettes are another variant of Chinese dumplings. When dim totalities are served with flavoursome bouillon, they come Boulettes. Dumplings are made of meat, pork, fish or indeed vegetables. Streetside merchandisers at China Town in Port Louis cook delicious Boulettes.

Where to try Asian Restaurant in Pointe de Flacq, Chez Patrick in Mahebourg, King Dragon in Quatre Bornes, Canton in Port Louis

18. Achard Legumes-Pickled Vegetables

SourceThis popular Mauritian fix is made up of vegetables. Carrots, cabbage, French sap and fried chillies form the main constituents of this dish. Have it as a sandwich filling or with chuck and biryani.

Where to try La Chaumière Masala Restaurant, Ile aux Cerfs islet, Mauritius and House of India in Trou aux Biches

19. Gajak-Deep Fried Snack

Source

These deep-fried Mauritian snacks are vended everyplace over the islet. You'll find gajak being vended everyplace, from small, booths to road merchandisers and luxury caffs. It's presumably the favourite snack of Mauritians.

Where to try eating from the road merchandisers will be the stylish

20. Roti Chaud-Indian Flat Bread

Source

Roti Chaud is flat Indian bread, served with colorful curries and pickles. They're vended on the road, carried on the reverse of a motorcycle. They're identical to Indian rotis. Trying Indian rotis in Mauritius is a great experience anyway.

The Food Crisis during the War

The failure to give acceptable food inventories to the population boosted social conflicts, and these were to force the social government to address the issue of the health of the population and put political reforms on the docket

Many people currently remember the food extremity that passed during the Second World War, although the expression 'eating sweet potatoes and sludge' reminds us of the endless emotional scar it left on important parts of the population. In the 1940s, Mauritius was hovered with a serious food extremity, and the social government responded by setting up a Food Control Board.

With the outbreak of the War, the government had to take drastic measures to insure food force in the islet. On 12 April 1941, the Secretary of State inquired from social governors about arrangements that had been made to maintain the colorful services. As regards food inventories, the directive was to store foodstuffs for a period of 90 days. After conversations with the Mauritius Chamber of Agriculture and the Department of Agriculture, the Food Control Board was set up with the necessary superintendent powers to handle these matters.

A Food Comptroller was appointed to cover food force in the islet. He was brazened with a number of challenges, videlicet how to make the islet potentially tone-supporting in foodstuffs, prepare for the prolonged interruption of overseas dispatches, and give for the defence of the islet. Several measures were taken to increase food force with the setting up of new institutions, provision of fiscal support, extension of agrarian education, etc.

Though sugar product remained the precedence of government, measures were taken so as to insure the food security of the population. Rice inventories for six months were grazed in the granary and acceptable stocks of canvas and fat were maintained. 2000 acres of land were allocated for growing sludge and sweet potatoes; 28 acres were allocated for growing rice, and planting accoutrements were distributed freely. It was estimated that acres of land would be needed for food product, including the product of tons of rice.

Although Composition 3 of the Food Control Regulations needed possessors with further than 100 acres of land to grow sweet potatoes, manioc and sludge, there was no coercion. It was only after the Japanese had overrun the East that it came important to apply drastic measures. Fresh bones came necessary to keep the cost of living low. Retail prices of goods were fixed, prices of foodstuffs were stabilized through subventions, a Nutrition Unit was set up to give instructions to prepare food to which the people were unaccustomed.

In 1942, the situation came critical. Further land was needed for food crops, and the government executed mandatory growing of sludge and other root crops; it also introduced the rationing and subsidization of rice and other foodstuffs. Attention was also given to beast and milk product. Mandatory planting of food crops was enforced in September 1942 despite stiff resistance from sugar estates. The Mauritius Chamber of Agriculture was opposed to the measure, and Plantation House cabled the Colonial Office arguing that mandatory planting of food crops meant immolating tons of sugar worth one million pounds. The social government had to conclude for the gradational conversion of lands for food product.

By February 1943, it was realized that the target for food product would not be attained. In July 1943, the Government enacted for the mandatory planting of food crops on all estates of 20 acres or further. Food product plans for sugar estates were revised to acres and were enforced as from 1 July 1943. As a result, the projected area under club civilization was reduced from acres in 1942 to in 1944, and in 1945. The numbers indicate that of the acres under sugarcane in 1940, the mandatory planting of food crops by sugar estates was accepted on acres between September 1942 to September 1943. By June 1944, mandatory planting of food crops was abandoned, and by 1945, 8000 acres under food crops had been seeded with sugarcane.

Of the 28 acres distributed to rice civilization in 1939, only 9.8 acres came to consummation. There were better yields at Yemen due to irrigation. The rice kinds gathered included Patna 1785 kgs, Bangtulsie 2808 kgs, and Milchar 2200 kgs. Under non-irrigated land, the yield was 600 kgs per acre for Patna. The cost of product was much advanced for plots under irrigation with the cost coming to 15 cents per kg. Indeed with these original sweats, rice civilization couldn't be extended because of deficit of land.

There were a number of problems that cropped up to increase original food product but also a lot of defenses. There were problems regarding the quality of the soil, famines, crop conditions, high cost of labour and decline in labour productivity as a result of growing malnutrition. Some of the estates that refused to grow food crops were fulfilled before the Profiteering Court. Numerous sugar estates opposed the civilization of food crops on the ground that they no longer knew how to grow similar crops; the main reason was that sugar brought advanced gains during the War.

Original food product during the war was a failure, but according to Dr Clyde, the Food Adviser of the Colonial Office, the failure was a relative bone. He argued that tons of foodstuffs were gathered during the period 1942-1944 while sugar product wasn't only maintained but increased. While great sweats were made to increase food product, government dithered to make food product a precedence. Though food product fellow to tons of rice was projected, it was revised to tons in the alternate time and only tons in the third time. As a result there were dearths of manioc, sweet potatoes and sludge and this was apparent in the high prices of food. The problem of price control was particularly acute in those circumstances of food failure.

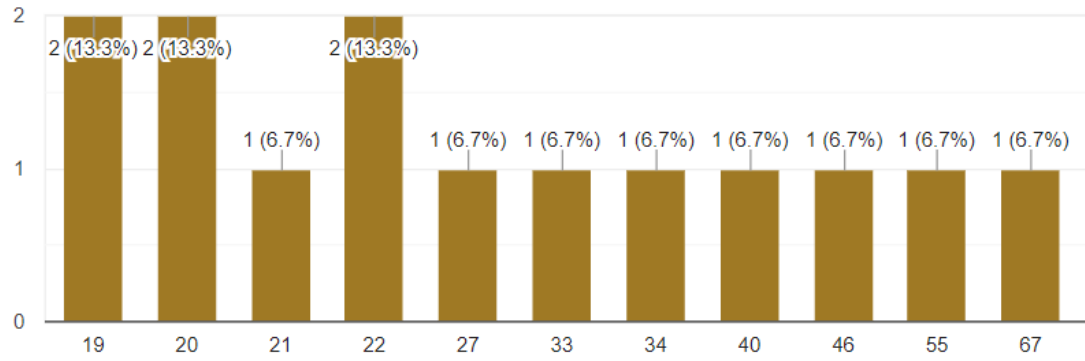
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Representation

Age



15 responses

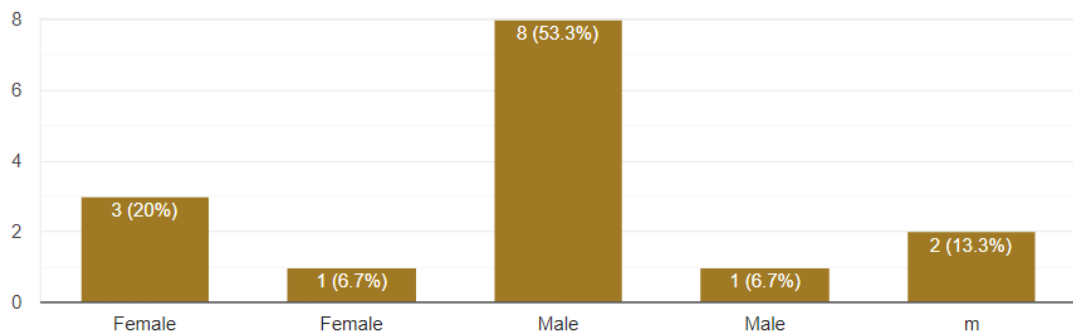


Gender



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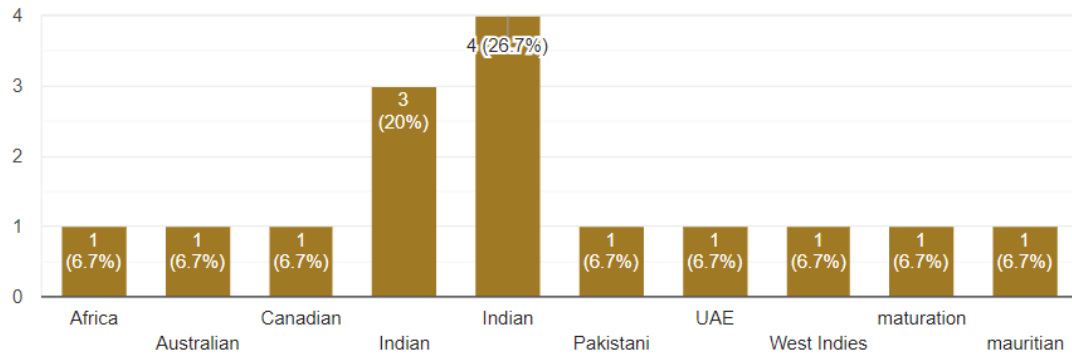
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Nationality

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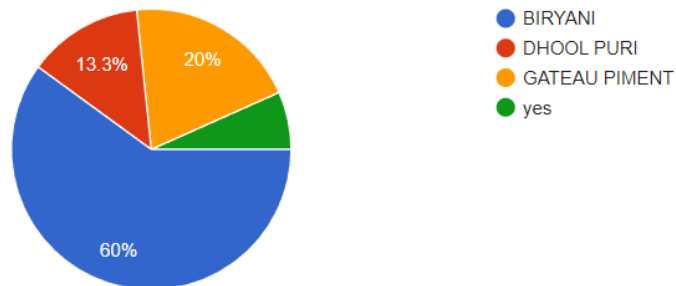


Food

Have you ever tried any of these ?

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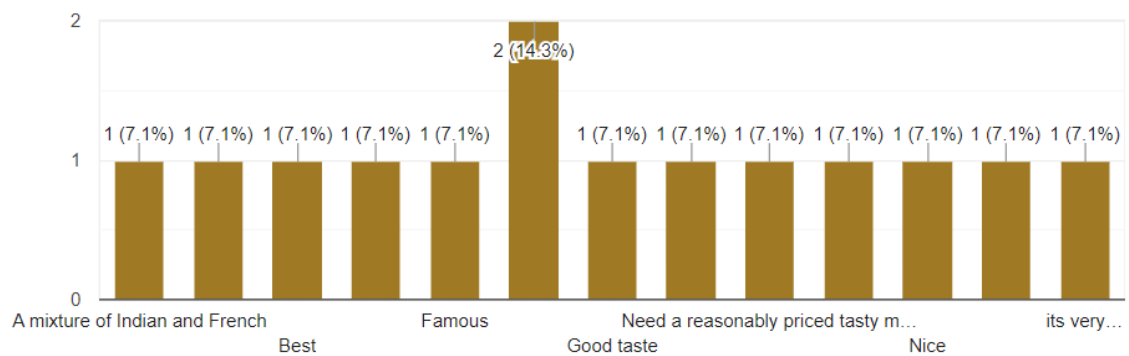
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WHAT YOU THINK ABOUT MAURITIAN CUISINE

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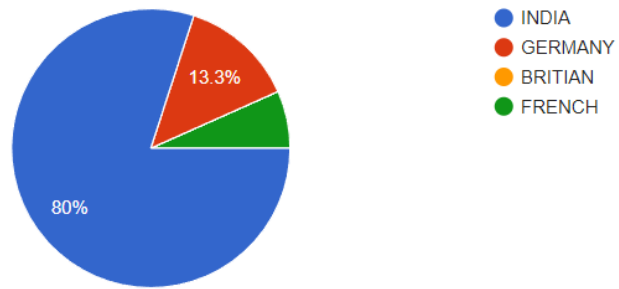
14 responses



WHICH COUNTRY HAS MORE INFLUENCE IN MAURITIAN CUISINE

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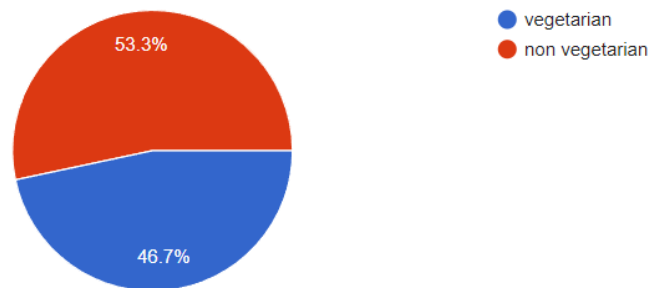
15 responses



WHAT WOULD YOU LIKE TO PREFERRED

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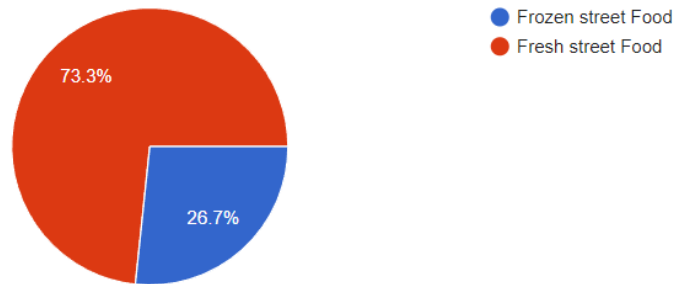
15 responses



What you preferred

15 responses

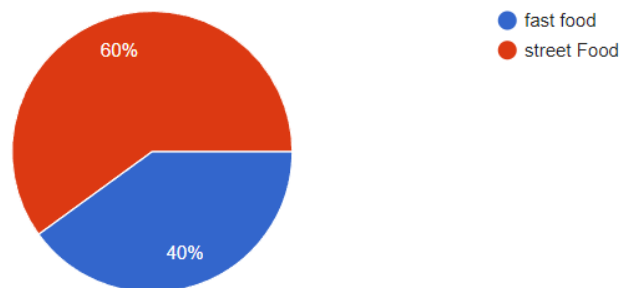
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which one

15 responses

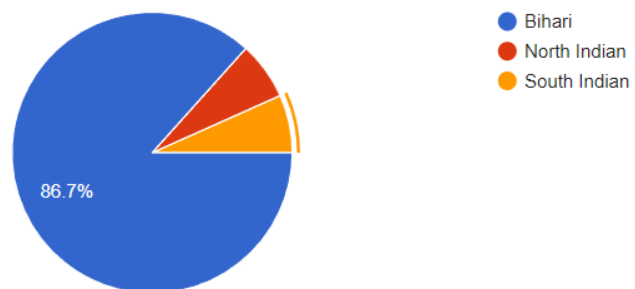
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which Indian community is dominating in Mauritius

15 responses

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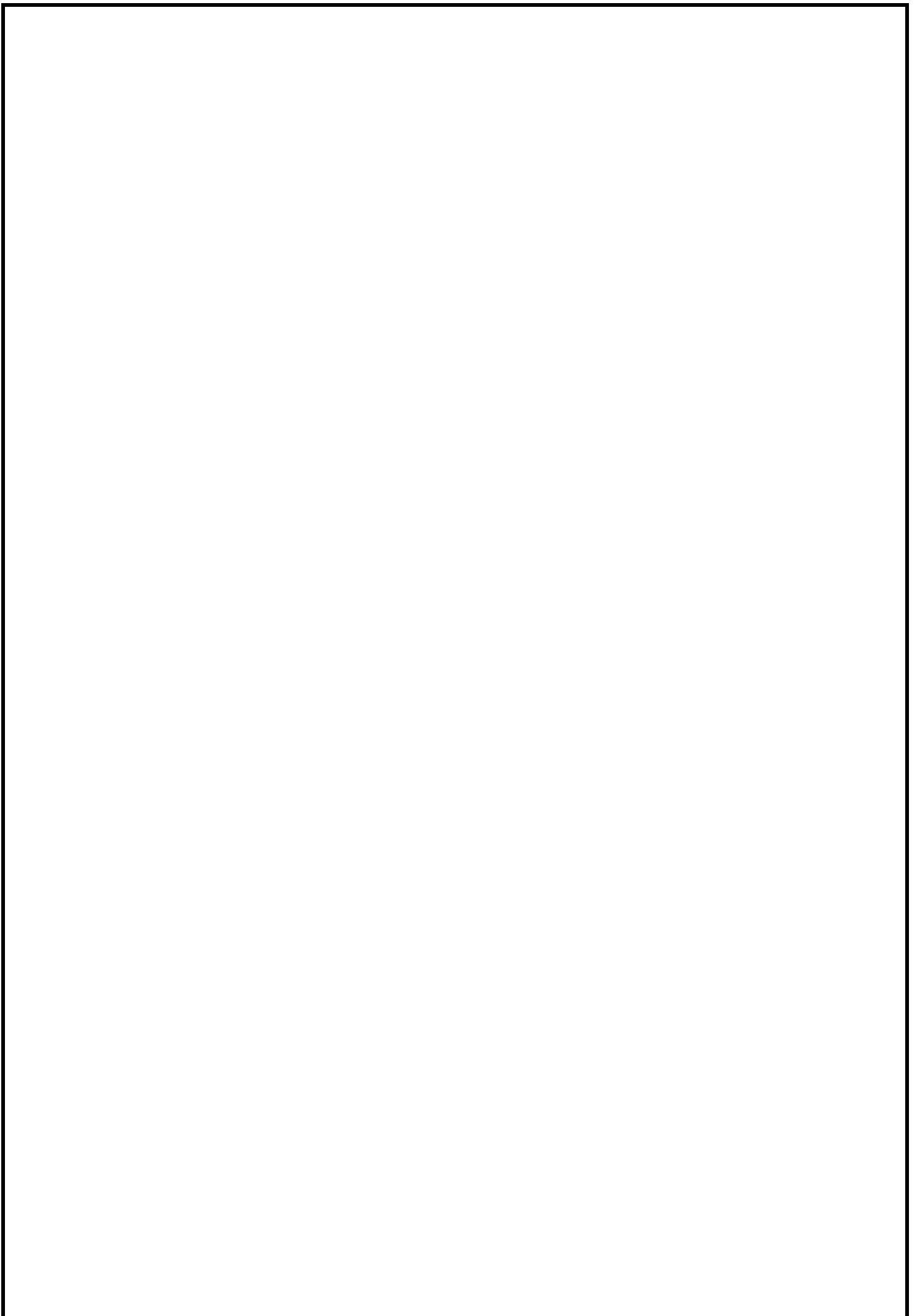
Conclusion

This study throws light on the level of awareness and knowledge of consumers and the factors which affect their purchase and consumption of local foods. The majority of the respondents were unaware of the term 'street food' and among those who were aware, only The majority of respondents knew about the health effects of selected functional components; this could explain the high percentage of respondents who actually purchased and consumed functional foods. Consumption of functional foods was found to be related to gender, education and the presence of children in the family, but independent of region of residence. However, the results cannot be generalised since purchasing and consumption patterns of functional local foods are product-specific. Furthermore, this study revealed that price and confidence in health claims associated with functional local foods were the two main barriers to their consumption. Most respondents were unwilling to pay a higher price for functional local foods and barely gave any importance to functionality in food choice.

This is the first study that gives an 'aperçu' of the consumption of functional local foods in Mauritius. Given that there was no prior information about buyers and non-buyers of functional local foods in Mauritius, the findings of this study can be taken as a starting point upon which other studies to investigate the attitudes and the purchasing behavior of buyers of functional foods can build.

. With respects to traditional staple foods, a drop in input has passed alongside with advanced consumption of refined carbohydrate-rich foods, beast protein, reused meat and products while fruits and vegetables are consumed in lower kinds and to a lower extent. Accordingly, these changes have redounded in a advanced input of energy relative to need, lower fibre and low input of micronutrients, phytochemicals and anti-oxidants which were preliminarily prominent in traditional food particulars. Other changes in food input trends include increased input of western franchised fast foods as well as original energy-thick foods and snacks.

The shift from traditional diets to the current westernised diet and life in Mauritius have brought about serious health enterprises similar as a rise in habitual conditions like rotundity which are the main causes of mortality and morbidity among Mauritians. While there's doubtful one single result to help and to drop the threat of nutrition-related NCDs, there's an egregious need to identify strategies in order to promote healthier choices in the Mauritian community.. Such an action has been fruitful in the Pohnpei Island whereby an intervention program redounded in a significant drop in rice consumption, an increase in the consumption of original kinds of fruits and vegetables, and a positive station towards original foods



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AMITY
UNIVERSITY
— JAIPUR —

PRE-PLACEMENT REPORT



THE OBEROI - UDAIVILAS

Submitted by Khushal Jodh

BHM, 8th Semester

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude and sincere thanks to my institute for allowing me to pursue my Industrial training from the esteemed property of UDAIVILAS for a period of weeks. I would like to thank our HOD sir Mr. Sanjeeb Pal, Training coordinator Mr. Sushil kumar for giving me the opportunity to sit for the interviews and guiding me throughout the process and time of the industrial training.

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ABOUT THE OBEROI

Our story wrote its early chapters in 1934 in Shimla where Mr. M.S. Oberoi pioneered the idea of luxury hospitality in India by opening his first hotel. The lessons self-taught, the inevitable mistakes made, the wisdom gained, the prestigious awards won. All have formed the compass for successive generations of Oberois.



To this day, we still practice the most simple and uncommon of operational philosophies that began with Mr. M.S. Oberoi himself and now echoed by his son and current chairman Mr. P.R. S.

Oberoi: *The guest is everything.*

Our joy comes from ensuring each is seen and valued as a person, a friend, a family member who has come to stay. It 's present in every gesture through words spoken or unspoken, in ways that are obvious and in ways that are quietly respectful of one's time and privacy.

You will be hard pressed to find properties as beautiful as ours or restaurants, guest rooms and facilities that are as exceptional. But these are not what give Oberoi Hotels & Resorts its incomparable reputation.

What our guests speak about most is that singular experience of being truly seen, heard and understood. Something no other hotel or resort can emulate. The astonishing effect one feels from an act, a gesture, a word; that is heart felt.

Putting aside the occasional folly of India's maharajas, like hanging an elephant from the ceiling to make sure it could support an equally weighty chandelier, India's erstwhile rulers bequeathed the world a priceless inheritance. Their magnificent and often surreal palaces changed the face of India and remain, as one writer observed, "eloquent witnesses to a life of grandeur and nobility, of ritual and formality, of tradition and honor, a life that will not return." This legacy inspired P. R. S. Oberoi, chairman of The Oberoi Group, to build Udaivilas (pronounced Oo-dye-VIL-las). As he succinctly decreed to his design group: "We are building a palace."

His second commandment dictated that the "new" palace should respect and represent the continuity of Mewari tradition in all aspects. The city of Udaipur, once the capital of Mewar, a princely state in Rajasthan, provided a rich context. Founded in the 16th century, the city has a heritage that begins with the architecture itself and continues with such design details as mirrored mosaics, miniature paintings and recipes served only to royalty. The maharanas of Mewar were known for their fierce independence and valor, managing to keep the marauding Mughals at bay. (It is one of the reasons Udaipur's ruler has been known as the maharana, the greatest of warrior kings.) And they built like mad. Today Udaipur, with its graceful setting on Lake Pichola, against the backdrop of the Aravalli Hills, with opulent palaces, bustling bazaars and provincial feel, has earned the double sobriquet of India's most fabled and romantic city. Udaivilas both reflects and honors its inspiration.

Udaivilas is a 30-acre resort located on land along the lake where the maharanas of Mewar once began their hunting trips. The predominantly single-story structure rises with the slope of the land, creating different levels and stunning views of the 17th- and 18th-century island palaces and the long, sprawling City Palace. "The design is an assimilation of the spaces in traditional royal residential palaces, using Mewari architectural elements," says architect Nimish Patel, who, with partner Parul Zaveri, conceived the building. Guests are ferried across the lake and arrive by golf cart at the main gate, whose large cusped arch has historically been used by Mewar craftsmen. Other Mewari features, such as large domes and cupolas (ghummats and ghumtis), arrest the eye and define the Udaivilas skyline. Chhatris, or ornamental pavilions, dot the roofline.

The entire complex—with 90 rooms, including five suites—is a creamy white monotone that instills an overall serenity. This effect is achieved with ghatui, a traditional lime-plastering technique that requires up to 18 months of preparation and is known to last centuries without any maintenance. Udaivilas rambles elegantly around verdant gardens and courtyards. One courtyard has a dramatic, rectangular swimming pool rimmed with alternating squares of black-granite and white-marble steps leading down to the water; another features a pond with large, carved marble lily pads. Fountains and reflecting pools throughout the grounds soothe the soul like a restful yoga pose and catch the light like the gold thread on vermilion saris.

The Oberoi Group - Mission

Our Guests

We are committed to meeting and exceeding the expectations of our guests through our unremitting dedication to every aspect of service.

Our People

We are committed to the growth, development and welfare of our people upon whom we rely to make this happen.

Our Distinctiveness

Together, we shall continue the Oberoi tradition of pioneering in the hospitality industry, striving for unsurpassed excellence in high-potential locations all the way from the Middle East to the Asia-Pacific.

Our Shareholders

As a result, we will create extraordinary value for our shareholders.

The Oberoi Group - Vision

- We see an organisation which aims at leadership in the hospitality industry by understanding its guests; and designing and delivering products and services which enable it to exceed their expectations. We will always demonstrate care for our customers through anticipation of their needs, attention to detail, distinctive excellence, warmth and concern.
- We see a lean and responsive organisation where decision making is encouraged at each level and which accepts change. An organisation that is committed and responsive to its guests and other stakeholders.
- We see a multi-skilled workforce; which consists of team players who have pride of ownership in translating the organisation's vision into reality.
- We see an organisation where people are nurtured through continuous learning and skill improvement; and are respected, heard and encouraged to do their best. The Oberoi Group is recognised as best practice for training and developing its people.
- We see a diverse workforce which has been exposed to different cultures, problems and situations and can use its experiences to enrich the local employees whether in India or overseas.
- We see the world dotted with hotels of The Oberoi Group, in strategic commercial and resort locations.
- We see user-friendly technology enhancing value for our customers and helping our personnel by making information more accessible.
- We see an organisation which is conscious of its role in the community, supporting social needs and ensuring employment from within the local community.
- We see an organisation which is committed to the environment, using natural products and recycling items, thus ensuring proper use of the diminishing natural resources.

Our Founder Chairman



Rai Bahadur Mohan Singh Oberoi

Founder Chairman, The Oberoi Group

Early Life

Rai Bahadur Mohan Singh Oberoi was born on 15th August, 1898 in erstwhile undivided Punjab, which is now in Pakistan. He was only six months old when his father died. Success and fortune did not, therefore, come easily to him. Initiative, resourcefulness and hard work, combined with the capability to face and overcome the most overwhelming odds can best characterise this phenomenal entrepreneur.

Mr. M.S. Oberoi completed his primary education in Rawalpindi and moved to Lahore for his Bachelor's degree. Shortly thereafter, to flee the ravages of a virulent plague, he went to seek his fortune in Shimla, the summer capital of British India. Arriving penniless, he found a job at a monthly salary of INR 50, as the front desk clerk at the Cecil Hotel. Today, The Oberoi Group owns the hotel The Oberoi Cecil where the young Mr. Oberoi found his métier.

The diligence, enthusiasm and intelligence displayed by Mr. Oberoi impressed Mr. Grove, the manager of the hotel. A quick learner, Mr. Oberoi did not restrict his efforts to fulfilling the job description of a desk clerk but sought and shouldered additional responsibilities. A few years later, when Mr. Clarke acquired a small hotel he asked Mr. Oberoi to assist him. It was here, at Clarkes Hotel, that Mr. Oberoi gained first hand experience in all aspects of operating a hotel.

Budding Entrepreneur

In 1934, Mr. Oberoi acquired his first property, The Clarkes Hotel, from his mentor by mortgaging his wife's jewellery and all his assets. Four years later, he signed a lease to take over operations of the five hundred rooms Grand Hotel in Calcutta that was on sale following a cholera epidemic. With his customary confidence and sheer determination to succeed, he was able to convert this hotel into a highly profitable business venture.

Over several years, Mr. Oberoi had purchased shares in Associated Hotels of India (AHI), which owned Cecil and Corstophans hotels in Shimla, Maidens and Imperial hotels in Delhi and a hotel each in Lahore, Murree, Rawalpindi and Peshawar. In 1943, Mr. Oberoi acquired controlling interest in AHI. He thus became the first Indian to run the country's largest and finest hotel chain. In the tumultuous years just prior to Indian independence, Mr. Oberoi met and intimately interacted with the would-be leaders of Free India, all of whom were, at one time or other, guests at his hotels.

International Pioneer

Having consolidated his early ventures, Mr. Oberoi became the first Indian hotelier to enter into an agreement with an internationally renowned hotel chain, to open the first modern, five-star hotel in the country. The Oberoi Inter Continental, in New Delhi opened in 1965. The I-Con, as it became popularly known, offered facilities that no other hotel in the country matched and was India's first luxury hotel.

This achievement was enhanced with the opening of the 35-storey Oberoi Sheraton in Bombay, in 1973. Mr. Oberoi was the first Indian to work in association with international chains to woo international travellers to India. This led to a heavy influx of international travellers and foreign occupancy soared to an average of 85%. This enabled the Oberoi Hotels to significantly contribute to India's foreign exchange earnings.

Another pioneering landmark was the establishment in 1966 of the prestigious Oberoi School of Hotel Management, recognised by the International Hotel Association in Paris. Considered India's premier institute, the school is now known as The Oberoi Centre of Learning and Development and continues to provide high quality professional training in hospitality management.

Other notable firsts were the decision to employ women in his hotels and to establish a chain of ancillary industries producing and supplying items like consumables and stationery to ensure the highest quality. The Oberoi Group was also the first to start flight catering operations in India, in 1959. The Oberoi Flight Services, located in New Delhi, Mumbai, Cochin and Chennai, provide in-flight meals of international quality to reputed airlines.

Mr. Oberoi realised that the hotel and hospitality business is greatly dependent on travel agents, a vital element in the distribution chain. Therefore, he decided to establish his own travel agency. Mercury Travels, part of The Oberoi Group, ranks amongst the leading travel agencies in India.

With vision and imagination, Mr. Oberoi converted old and dilapidated palaces, historical monuments and buildings into magnificent hotels such as The Oberoi Grand in Calcutta, the historic Mena House Oberoi in Cairo and The Windsor in Australia. It was, in fact, in the face of severe opposition that the State Government of Victoria awarded Mr. Oberoi the lease of The Windsor, a heritage building in Melbourne. He personally supervised the restoration of the hotel to its original grandeur and later acquired it. The Oberoi Cecil in Shimla, built in the early 20th century, reopened in April 1997 after extensive and meticulous renovation.

Awards and Honours

In 1943, Mr. Oberoi was conferred the title of Rai Bahadur by the British Government in recognition of his services to the Crown. Thereafter, Mr. Oberoi won acclaim and received several national and international awards including admission to the Hall of Fame by the American Society of Travel Agents (ASTA) and Man of The World award by the International Hotel Association (IHA), New York. He was presented the Order of The Republic, First Class by the President of Egypt. He got an Honorary Doctorate of Business Administration from the International Management Centre, Buckingham, UK. Newsweek named him one of the Elite Winners of 1978. The PHDCCI Millennium award in 2000 was presented in recognition of his entrepreneurial and business success. In 2001, the Government of India accorded him the Padma Bhushan.

Globalisation of The Oberoi Group

To place The Oberoi Group on the world map, Mr. Oberoi exported management expertise to Australia, Egypt and Singapore, where The Oberoi Group took charge of the management of existing luxury hotels. The success of Oberoi Hotels & Resorts overseas, in the face of global competition, greatly enhanced the image of The Group.

Today, Oberoi Hotels & Resorts in Indonesia, Egypt, Mauritius, Saudi Arabia, United Arab Emirates and India add value and distinction to their host countries.

Foundations of the Future

Under Mr. Oberoi's dynamic leadership, The Oberoi Group introduced its second brand of hotels, 'Trident'. Trident hotels are five-star hotels that have established a reputation for excellence and are acknowledged for offering quality and value. These hotels combine state of the art facilities with dependable service in a caring environment, making them the ideal choice for business and leisure travellers. Presently there are ten Trident hotels in India located in Mumbai at Bandra Kurla and Nariman Point, Gurgaon (Delhi National Capital Region), Hyderabad, Chennai, Bhubaneshwar, Cochin, Agra, Jaipur and Udaipur. The Oberoi Group also operates a Trident hotel in the Saudi Arabian city of Jeddah.

In the luxury category, The Group opened The Oberoi Rajvilas, Jaipur; The Oberoi Cecil, Shimla; The Oberoi Udaivilas, Udaipur; The Oberoi Vanyavilas, Ranthambhore; The Oberoi Amarvilas, Agra; Wildflower Hall, Shimla in the Himalayas; The Oberoi, Lombok, Indonesia; The Oberoi, Sahl Hasheesh, Egypt; The Oberoi, Mauritius and The Oberoi Zahra, Luxury Nile Cruiser, Egypt.

The Group employs more than 12,000 people worldwide and operates 32 hotels and two Nile Cruisers and a Motor Vessel in the backwaters of Kerala in six countries. Mr. Oberoi's achievements and successes did not, however, take from his simplicity and old-fashioned charm. He retained, until his death in May 2002 at the age of 103, a unique humility. He was fond of saying, "I have been able to accept the challenge and make good. There is comfort in knowing that whatever little I have achieved has also helped to raise the prestige of my country."

ROOM & SUITES

Our Premier Rooms.

A premier experience of Oberoi hospitality.



Uninterrupted garden views are best enjoyed from the cushioned bay window seat in these stunning rooms with 55.74 square metres interiors. Decorated in a natural palette, with vibrant touches of colour and traditional Indian patterns, the spacious interiors include a king sized bed and a marble ensuite bathroom with views of a private sun dappled courtyard.

- ViewGardens
- Total Room Size86.39 square metres

The size includes both interior and exterior private space of the room.

Our Premier Rooms with Pool View.

Matchless comfort with an authentic vibe.



These spacious rooms with 55.74 square metres interiors, have been carefully designed for your utmost comfort, with a king size bed and a marble bathroom with private courtyard views. They feature hand printed Indian fabrics, and a colour palette that harmonises natural tones and Rajasthani vibrancy. But the highlight has to be the cushioned bay window seat with views of our main pool, Mewar style courtyard and lush green lawns.

- ViewPool
- Total Room Size86.39 square metres

The size includes both interior and exterior private space of the room.

Our Premier Rooms with Semi Private Pool.

A pool experience beyond compare.



From the latched gate on your private terrace, you can slip into a breathtaking semi private pool with uninterrupted lake views. Or simply relax on a sun lounger. Inside your room, naturally lit 55.74 square metres interiors, are enhanced with bursts of colour and traditional Indian fabrics. Furnishings include a two poster king size bed, a plush sofa and a wooden writing desk. The marble bathroom also offers lake views.

- ViewLake
- Total Room Size86.39 square metres
The size includes both interior and exterior private space of the room.

***Our* Luxury Suites with Private Pool.**

Your own private space to relax and unwind.



Enjoy garden views and exquisite luxury in our suites with 106.83 square metres interiors, from the elegant living room to the king size bedroom, ensuite bathroom, dining room, powder room and private courtyard. Outside, a private pool and al fresco dining space provide the perfect setting to relax and unwind.

- View Aravalli Hills, Lake Pichola and the City Palace.
- Private Pool Yes
- Total Room Size 142.83 square metres
The size includes both interior and exterior private space of the room.

Our Kohinoor Suite with Private Pool.

Our crowning glory, especially for you.



With its gold domed ceilings, mirror mosaics and hand carved marble privacy screens, the Kohinoor Suite with 246.19 square metres interiors, is a rarity. A master bedroom and twin bedroom, a spectacular dining room, living room and private pool occupy a tasteful 246.2 square metres. All the very latest technology, including three television sets, bring a touch of modernity to this true classic.

- View Aravalli Hills, Lake Pichola and the City Palace.
- Private Pool Yes
- Total Room Size 431.69 square metres

The size includes both interior and exterior private space of the room.

DINING

Suryamahal and Chandni.

All day fine dining, indoors, al fresco and Oberoi throughout.



Suryamahal is our daytime dining area, serving Western and Indian cuisine under a sky blue, cloud brushed dome.

Chandni is the adjoining al fresco dining terrace with a sweeping view of the City Palace and Lake Pichola. At night, Chandni is a candle-lit mosaic of canopied tables filled with the sweet sound of live, traditional music. Both Suryamahal and Chandni at The Oberoi Udaivilas are open for breakfast, lunch and dinner.

Chandni is open from October to March.

- Phone +91 294 243 3300
- Location The Oberoi Udaivilas, Lake Pichola, Udaipur 313001, India
- Timings 7.00 am to 10.30 pm

Udaimahal.

For an incomparable evening fine dining experience.



Our evening fine dining restaurant: Udaimahal is the perfect setting for a special occasion. Under a starry, night sky painted dome, you can enjoy Indian delicacies and reinvented classics accompanied by live music, and romantic views across Lake Pichola to the sparkling lights of City Palace. All complemented by our intuitive, unobtrusive service.

- Phone +91 294 243 3300
- Location The Oberoi Udaivilas, Lake Pichola, Udaipur 313001, India
- Timings 7.00 pm to 10.30 pm

The Bar.

Perfectly mixed drinks in a Mewar inspired setting.



Open from noon until midnight seven days a week, The Bar features traditional archways and domes, naturally lit during the day and glowing in the light of glass lamps after sunset. Here, you can relax with a fine gin, martinis, margaritas, alcoholic coffees, frozen cocktails and soft drinks, beside uninterrupted views of our lush gardens and the lake beyond.

- Phone +91 294 243 3300
- Location The Oberoi Udaivilas, Lake Pichola, Udaipur 313001, India
- Timings 12.00 pm to 12.00 am

EXPERIENCE

Romance of Udaivilas.



The journey begins with long, symmetrical massage strokes delivered with a warm poultice, prepared with Indian herbs and warm therapeutic oil. This is followed by a relaxing facial, then a classic Indian head massage for the scalp, neck and shoulders. The experience concludes with the signature dhara, a warm aromatic blend poured in a stream over the forehead, which stimulates the third eye and promotes a profound sense of oneness and wellbeing.

- Duration 3 hours.
- Price INR 30,000 per couple.

Dinner at the Lakeside Pavilion.



Take your time over a specially curated menu, accompanied by live traditional music and folk dance. All complemented by night time views of City Palace and Jagmandir across the lake. And topped off with our sincere service. Perfect for a special occasion for up to twelve guests.

- Duration 2 to 4 hours.
- Price

INR 35,000 per couple, includes set-up and musician.

Private Dinner Under the Lakeside Dome.



A private dining experience for between two and four guests. Specially handcrafted delicacies are served under an intricately carved dome with views across Lake Pichola to City Palace and Jagmandir. All topped off with live traditional music to make any occasion extra special.

Dinner on the Promenade.



Our private promenade is a gently curved esplanade along the bank of Lake Pichola. It offers views of Udaipur's City Palace and Jagmandir on one side, and the softly lit domes of our resort on the other; a magical setting perfect for birthday parties or anniversary celebrations for between two and seventy guests. We offer specially curated menus and our warm, personalised service.

Live traditional music completes the experience.

- Duration 2 to 4 hours.
- Price

INR 75,000 for set-up including musician.

INR 9,500 per person for dining.

Cook with the Chef.



Culinary enthusiasts will enjoy a connoisseur's guide to spices and a demonstration of local Rajasthani cuisine, by one of our masterchefs. Guests are invited to participate in an interactive cooking session, or sit back and enjoy a meal of specially curated dishes from our kitchen.

- Duration 2 hours.
- Price INR 6,000 per person.

Miniature Painting School.



Learn about Rajasthan's unique tradition of miniature painting from the professional artists at the Mewar School of Art. See if you can find the perfect souvenir, or try creating a piece of your own; akin to those that traditionally adorned the walls of Rajasthani palaces, forts and haveli mansions. From dramatic landscapes to events from epic tales, and more.

If you wish to be driven to the Mewar School of Arts in a luxury car, the same can be arranged and will be chargeable.

- Duration 2 hours.
- Price
Complimentary.

Private Yoga Session.



Our private yoga sessions can be tailored to suit any age and level of experience. According to individual needs, our instructors teach breathing and meditation techniques, yoga postures and Sanskrit mantras to rejuvenate the body and mind.

- Duration 1 hour.
- Price INR 3,000 per person.

Thekri Workshop.



A unique opportunity to watch master craftsmen at work as they create dazzling glass inlay designs on tiles, vases, boxes and furniture. An unmissable opportunity to pick up an authentic Rajasthani souvenir. The Thekri workshop is just 15 minutes drive from the hotel.

If you wish to be driven to the Thekri Workshop in a luxury car, the same can be arranged and will be chargeable. Arworks as priced.

- Duration 2 hours.
- Price
Complimentary.

Astrology.



The ancient science of astrology uses precise mathematical tools to map the alignment of the planets at the time and place of your birth; Our professional astrologer helps in revealing the hidden secrets of your personality and what the future has in store.

- Duration 1 hour.
- Price INR 1,500 per person.
-

Children's Activity.



While you enjoy your holiday at our resort, we ensure that your children have a fun time too. Our children's activities include:

Abacadabra. *1 hour. INR 3,000.*

An opportunity for children to learn dazzling magic skills from a local magician in a private session.

Block Printing. *1 hour. INR 5,000 for per child.*

Using wooden blocks hand carved to resemble animals, flowers and traditional Rajasthani patterns, children can decorate their own fabric under professional guidance.

Junior Chef. *1 hour. INR 3,500 per child.*

A fun, hands on cookie making session under the watchful guidance of our friendly chefs. Go for a classic recipe or get creative with ideas of your own.

Play with Clay. *1 hour. INR 2,000 per child.*

A messy, mucky, squidgy session that all children will enjoy. A rural artisan will help unlock the creative skills needed to craft an original artwork out of natural clay in a private session.

Puppet Show. *1 hour. INR 3,000 per child.*

Puppetry is an ancient form of storytelling and an integral aspect of Rajasthani folk culture as well as being a timeless source of entertainment. Colourful, animated folk storytelling comes to life at the hands of local, traditional marionetteers in our beautiful gardens. An experience for your little ones that is made even more magical against the backdrop of our domed resort.

Henna Painting.



Sit back, relax and prepare to be amazed as a skilled mehendi artist deftly embellishes your hands or feet with intricate patterns using natural inks, henna, a non allergenic natural dye that will wash off after approximately two weeks. If your skin is particularly sensitive, please consult our concierge before booking this experience.

- Duration 30 minutes for one hand.
- Price INR 1,000 per hand.

Heritage Walk.



This tour starts with a private boat ride across the lake to a traditional ghat near the old city. From here, a professional guide will escort you through Udaipur's lesser visited narrow lanes, past 'haveli' mansions and shrines, revealing stories of folk deities and fabled heroes along the way.

- Duration 2 hours.
- Price INR 3,500 per couple.

Unforgettable experiences with
Oberoi.

Stay in our luxury resort in Udaipur.



Unforgettable Getaways.

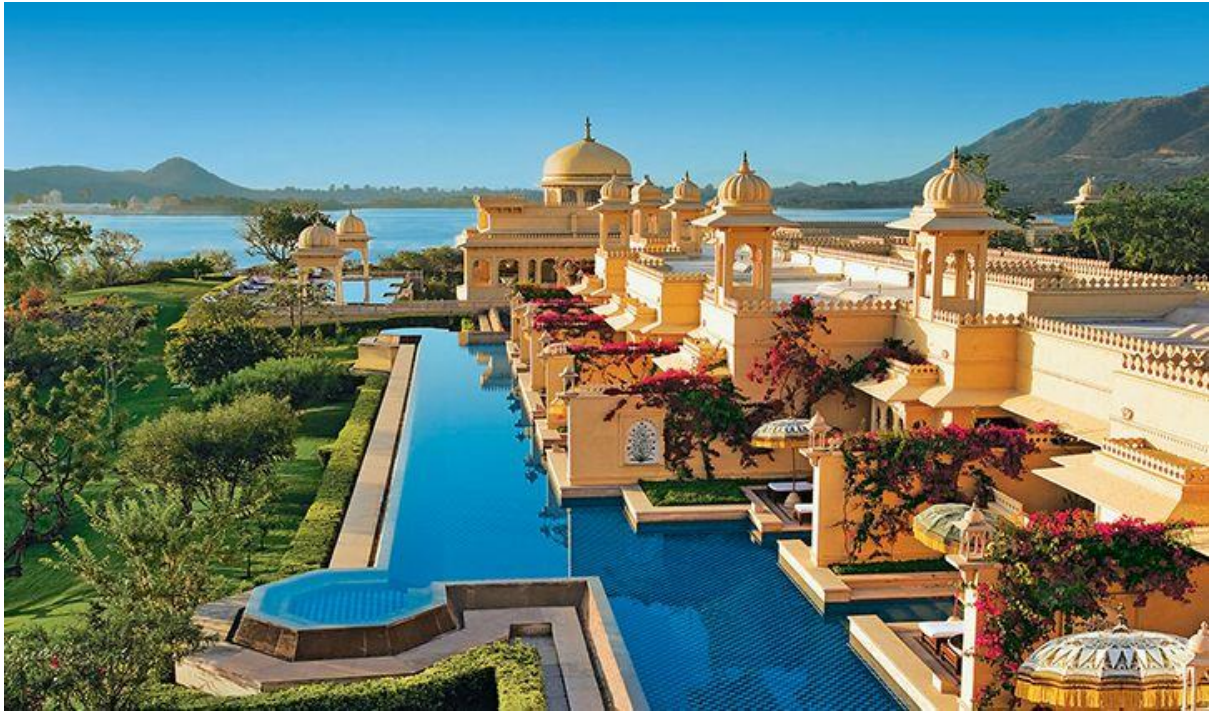
Take a holiday at some of the most award winning luxury resorts in the world. Spacious accommodation, exquisite cuisines and relaxing times with your loved ones are made even more special against a backdrop of traditional architecture, landscaped gardens and reflection pools. All complemented by our warm, sincere and personalised service.

Offer Inclusions

- Accommodation for a minimum of two nights.
- Daily breakfast.
- Happy hour at the bar every evening from 7 pm to 8 pm.
- 15% savings on food and soft beverages.
- 25% savings on laundry.
- Spa credit of INR 1,500 once during the stay.

The benefits of being an early bird.

Book early and enjoy special savings.



Early Advantage Rate.

Specially designed for those who can take advantage of firm plans made well in advance. This special rate comes with certain booking restrictions and is applicable to reservations made 30 days prior to date of check in. Cancellations are not possible once reservation is confirmed.

Treat yourself to the holiday of a lifetime in Incredible India.

Take some time out to discover the wonders of mystical, magical India. From the national capital to the historical charm of Kolkata; from Himalayan Shimla to the tigers of Ranthambhore and the palaces of Rajasthan.



Exotic Vacations.

Exotic Vacations by Oberoi offers a window into the myriad of Indian arts, cultures, cuisines and extraordinary landscapes. Exotic Vacations are personalized itineraries of six days or more that encompass India's most fabulous sights and wonders. And every day a sincerely warm welcome at Oberoi Hotels & Resorts.

MEETINGS & EVENTS

Personalised, unforgettable events.

Whether for business or for a social celebration, a large group or something small and private,
The Oberoi Udaivilas,



Bring your celebrations to the City of Lakes and let us make a special occasion even more special against a backdrop of traditional architecture, lake and garden views. Be it a wedding celebration, an anniversary, an engagement or a birthday; take your pick of our indoor and al fresco function areas, and leave the rest to us.

We can accommodate corporate functions; from meetings to seminars and conferences, business dinners and cocktail receptions. You can entrust every aspect of organisation to our efficient, intuitive team; experienced in managing events to world class standards.

Venues.

Chandra Mahal.

Chandra Mahal can host up to 110 people, or be divided into two halls for fifty each. It has views of our floating lotus sculpture and a pre-function area for food and beverages.



	Chandramahal I	Chandramahal II	Chandramahal
Dimensions (in feet) LxBxH	37 x 24 x 14	23 x 24 x 14	60 x 24 x 14
Theatre	50	50	110
Classroom	24	24	48
U-Shape	28	28	40
Sit down	24	24	70
Boardroom	24	24	NA
Cocktails	40	40	85

Meeting Rooms.

Our meeting rooms seat between eight and forty eight people. There is a projector with a screen (2.4m x 1.5m). Speakers as required.



	Meeting Room I	Meeting Room II	Meeting Room III	Meeting Room II & III
Dimensions (in feet) LxBxH	20 x 10 x 14	12 x 24 x 14	12 x 24 x 14	28 x 24 x 14
Theatre	NA	24	24	48
Classroom	NA	12	12	24
U-Shape	NA	16	16	32
Sit Down	NA	18	18	36
Boardroom	8	20	20	28
Cocktails	NA	24	24	48

The Cocktail Room.

This room has an attached pre-function area for food or drinks. It has an inbuilt audio system, a screen (2.7m x 1.2m) and a portable projection unit.



Dimensions (in feet) LxBxH

31 x 24 x 14

Theatre

54

Classroom

32

U-Shape

28

Sit down

36

Boardroom

28

Cocktails

50

THE LOBBY BAR MENU

THE LOBBY BAR COCKTAIL

Nestled in the lap of luxury, The Lobby Bar brings its finest cocktails for you to transcend into bliss and experience new flavors and aromas

Tangerine Martini ₹ 1600

Absolute vodka, orange marmalade, basil, peppercorn, sweet and sour mix

Kiwi Sunshine ₹ 1600

Bombay Sapphire gin, kiwi, egg white, basil sweet and sour mix

Sundowner Sangria ₹ 1600

Ameila Park Trellis Sauvignon Blanc, Absolut vodka, house-made passion fruit syrup, cucumber, basil and orange

Ocho - lious ₹ 1600

Bacardi Ocho dark rum, oleo sacrum, house-made pomegranate syrup

Aqua Mariner ₹ 1800

Patron Silver tequila, Cointreau, Blue curacao, and fever-tree ginger ale

Cranberry Thyme Sour ₹ 1600

Bombay Sapphire gin, house-made cranberry syrup, egg white

Opulence ₹ 1600

Absolut vodka, lychee and simple syrup

La Valencia ₹ 1600

Chivas 12, chamomile honey infusion, lemon juice

Apple Hi ball ₹ 1600

Chivas 12, sweet and sour mix, homemade green apple puree

Cuban 1862 ₹ 1300

Bacardi Ocho dark rum, egg white, sweet and sour mix,

Herbal Flair ₹ 1300

Bombay Sapphire gin, basil, lemon, cucumber, sugar and tonic

Spiced Sapphire ₹ 1300

Bombay Sapphire gin, honey, cinnamon and pineapple

HOUSE OF NEGRONI

Negroni ₹ 1400

Bombay Sapphire gin, Campari and martini rosso

Boulevardier ₹ 1600

Jim Beam American whiskey, Campari and martini rosso

Old Pal ₹ 1600

Jim Beam American whiskey, Campari and martini bianco

CLASSICS COCKTAILS

Bloody Mary ₹ 1600

Absolut vodka, tomato, lemon, salt, Worcestershire and Tabasco

Caipiroska ₹ 1600

Absolut vodka, lemon, and sugar Whisky Sour ₹ 1600 Chivas 12, lemon, sugar and egg white

Gimlet ₹ 1300

Bombay Sapphire gin, lime cordial and lemon

Tom Collins ₹ 1300

Bombay Sapphire gin, lemon, sugar and soda

Margarita ₹ 1300

Camino gold tequila, lemon and Cointreau

Mint Julep ₹ 1300

Jim Beam American whiskey, sugar and mint

Mojito ₹ 1100

Bacardi carta blanca white rum, lime, sugar, mint and soda

THE SURYAMAHAL'S MENU

INTERNATIONAL APPETISER

Mezze platter (v) ₹ 1100

with hummus, tabuleh, falafel, baba ganoush and labneh (milk product, gluten, 359 cal)

Fresh garden beans (v) ₹ 1100

parsley pesto, parmesan shavings, homemade mustard and baby lettuce (milk products, nuts, 168 cal)

Beetroot, orange and feta salad (v) ₹ 1100

with home grown rocket lettuce (milk products, 279 cal)

Warm sesame crusted chicken ₹ 1250

home grown greens, black pepper infused cheese with grape mustard emulsion (milk products, nuts, 378 cal)

Iceberg Caesar salad balsamic grilled artichoke and palm heart (v) ₹ 1100 (milk products, 246 cal)

Pommery mustard marinated chicken ₹ 1250 (milk products, 298 cal)

cajun spiced prawn ₹ 1350 (milk products, crustaceans, 304 cal)

crisp bacon ₹ 1250 (milk products, crustaceans 325 cal)

Beetroot marinated salmon, baked Washington apple ₹ 1500 with gruyere cheese, radish, oaked whisky maple (milk products, fish products, 365 cal)

Prawn salad ₹ 1350

with litchi and water chestnuts in chilli tamarind dressing (crustacean, 382 cal)

Smoked Norwegian salmon ₹ 1500

with horseradish cream, capers and lemon (fish products, 224 cal)

INDIAN APPETISER

Saufiana paneer tikka (v) ₹ 1100

chutney stuffed cottage cheese in yellow chilli marinade (milk products, 346 cal)

Tandoori khumb (v) ₹ 1100

spice and yoghurt marinated mushrooms cooked in a tandoor (milk products, 190 cal)

Dahi chutney kebab (v) ₹ 1100

yoghurt galettes filled with green mango relish (milk products, 310 cal)

Multani broccoli (v) ₹ 1100

broccoli marinated with yoghurt and kasundi mustard, cooked in a tandoor (milk products, 202 cal)

Amritsari machhi ke sule ₹ 1300

bekti in chilli and carom seed marinade (fish products, milk products, 210 cal)

Saunfiya mirch jheenga ₹ 1400

griddled cooked fennel and chilli marinated prawns (crustacean, milk products, 238 cal)

Tandoori murgh ₹ 1300

spring chicken marinated with yoghurt and Kashmiri red chilli (milk products, 276 cal)

Khusk raan ₹ 1400

pit roasted leg of lamb, Peshawari spice mix (milk products, 295 cal)

Nizami gilafi pudina seekh ₹ 1300

skewered lamb mince flavoured with mint, cooked in a tandoor (milk products, 320 cal)

SOUP

Tomato rassam (v) ₹ 650 (110 cal)

Khao suey vegetarian (v) ₹650 (nuts, 280 cal)

chicken ₹800 (nuts, 305 cal)

Spinach and coconut vegetarian (v) ₹650 (124 cal)

prawn ₹700 (crustaceans, 180 cal)

Gosht pudina ka ark ₹ 700 essence of lamb enhanced with fresh mint (168 cal)

PASTA AND RISOTTO

Garden beets risotto (v) ₹ 1200

mascarpone, popped quinoa (milk products, gluten, 478 cal)

Smoked garlic gnocchi (v) ₹ 1200

with morel flavoured leek velouté and butternut squash floral (milk products, gluten, 360 cal)

Homemade Fettuccini, asparagus, bell pepper (v) ₹ 1200

with stewed tomato and basil (milk products, gluten, 360 cal)

Hand crafted pierogies (v) ₹ 1200

cheddar, celery, mushroom, thyme and sun dried tomato served with beurre noisette (milk products, gluten, 341 cal)

Saffron risotto Milanese (v) ₹ 1200

(milk products, gluten, 408 cal)

Duck confit and blue cheese ravioli ₹ 1600

with orange emulsion, balsamic reduction and candied walnut (milk products, gluten, nuts, 392 cal)

Fettuccini lamb bolognese ₹ 1600

(milk products, gluten, 488 cal)

Spaghetti caccio peppe ₹ 1400

a classic Italian pasta with parmesan and black pepper (milk products, gluten, 319 cal)

Whole wheat penne, prawns and spicy tomato sauce ₹ 1550

(milk products, crustaceans, gluten, 327cal)

SANDWICH AND BURGER

Truffled mushroom and goat cheese in onion herb focaccia (v) ₹ 1050

(milk products, gluten, 330 cal)

Farmer's market vegetable burger (v) ₹ 1050
with mesclun and cheddar (milk products, gluten, 466 cal)

Udaivilās club cucumber, tomato and grilled vegetable (v) ₹1050 (milk products, gluten, 394 cal)

Bacon, chicken and fried egg ₹1300
(egg products, gluten, 450 cal)

Mexican spiced crisp chicken burger ₹ 1300
with pico de gallo, cheddar cheese in a sesame bun (milk products, gluten, 482 cal)

Grilled pita bread sandwich with zatar spiced lamb ₹ 1500
vegetable à la grecque and tarator sauce (milk products, gluten, 486 cal)

Spiced New Zealand lamb burger ₹ 1500
(milk products, gluten, 498 cal)

PIZZA

Ortolano (v) ₹ 1250
grilled vegetables, sun dried tomatoes, olives (milk products, gluten, 860 cal)

Barbeque chicken, onion, jalapeno ₹ 1450
(milk products, gluten, 932 cal)

Smoked salmon and arugula ₹ 1550
(milk products, gluten, 921 cal)

Pork chorizo ₹ 1550
spicy pork sausage, onion and mozzarella. (milk products, gluten, 972 cal)

BIRYANI AND PULAO

Biryani vegetarian (v) ₹1300 (milk products, 395 cal)

chicken ₹1600 (milk products, 440 cal) lamb ₹1600 (milk products, 495 cal)

Zeera pulao (v) ₹ 450 cumin tempered basmati rice (milk products, 310 cal)

Unpolished rice (v) ₹ 450 (150 cal)

CONCLUSION

Knowing about The Oberoi – Udaivilas and getting the opportunity to work here made me see more than books can. I'm grateful to have got the knowledge and a wonderful opportunity to be able to write about what I experienced. Authenticity of the place, view, food, wellness, hygiene, etc is tremendous. Not all eye sees what goes behind the curtain, I'm lucky to be the person behind a curtain. Making someone's dream come true and giving them the best experience of their life.

Sumptuous but refined, the lobby sets the interior theme of Udaivilas. A large dome with floral painting on gold leaf gives an arrival royal importance. "An eclectic approach to the décor was most suitable," says Malaysia-based designer Jeffrey Wilkes. "Applied decoration, like mirror inlay, was inspired by Udaipur's Lake Palace and City Palace. We also used Déco-style furniture and other period pieces."

The cozy bar off the lobby has burlwood-and-leather armchairs and chenille sofas. Chandelier light dances off the thikri, or mosaics made of mirrors. Mega-watt romance, however, belongs to the adjacent Candle Room, a miniature sheesh mahal, or mirrored palace. Here, the reflection of candlelight against a dome encrusted with 1,000 pieces of molten glass is dazzling. It's one of the reasons, perhaps, why Indian princes sometimes used the sheesh mahal as a bedroom.

Guests are made to feel royal with a variety of accommodations. Every room has generous garden space with a patio, and some have a semiprivate, infinity-edge pool. This pool actually stretches along a bank of rooms, making it possible to swim from one room to another. White walls in the rooms show off such details as the jharokha, or window seat. Vivid accent colors celebrate the tangerine, pomegranate and raspberry tones worn by Rajasthani women, contrasting emphatically with the desert palette.

Udaivilas has two restaurants as well as outdoor dining areas. The informal Surya Mahal, for all-day dining, has a '30s-era colonial feel. Udai Mahal, the evening restaurant, is an octagonal space, edged in cusped arches. The domed ceiling, painted midnight blue with gold stars, evokes the evening sky. Temptations range from saffron linguini to prawn curry with coconut and curry leaf to the dishes of the royal kitchen, like gholiya, a stewed lamb. The Udaivilas chefs trained directly under the few surviving chefs to royalty in Rajasthan.

Royal calories and royal sight-seeing in Udaipur—from palaces to museums and bazaars—might prove exerting enough to require some royal rejuvenation at the spa. Here one can tend to the architecture of body and soul in the über-modern gym or relax with an Ayurvedic massage, a treatment based on an ancient Indian healing system. In all respects, Udaivilas has mastered the harmonious coexistence of treasured traditions and the necessary conveniences of today.

THANK YOU

AMITYUNIVERSITYRAJASTHAN, JAIPUR



Dissertation

2018-2022

**PANDEMIC EFFECT AND FUTURE GROWTH IN HOSPITALITY
INDUSTRY**

BACHELOR'S IN HOTEL MANAGEMENT

AMITY SCHOOL OF HOSPITALITY

Dissertation Supervision by:

Dr. Yashwant Singh

Submitted by:

Harsh Kundliya

Amity School of Hospitality

Amity

School

of

Hospitality Amity University Rajasthan

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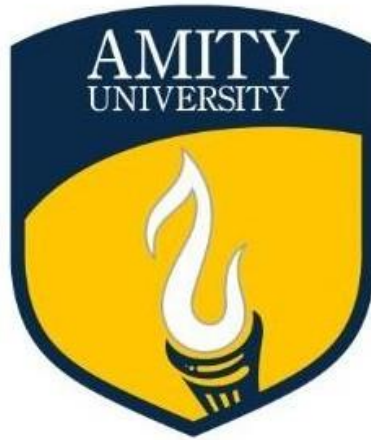
CONCLUSION

REFERENCES

Executive Summary

- ✚ The outbreak of COVID-19 has changed the country into a cultural - financial crisis without precedent. A process closing mechanism has been initiated by the Government beginning June 2020.
- ✚ All economic operations have been suspended for 4 months and have devastated millions of lives. The Tourism Sector has grown by 3,5% worldwide, with US\$ 8,9 trillion contributing to world GDP.
- ✚ The Hospitality, Entertainment and Tourist activities Sector is praised for having generated 330 million jobs globally alone in 2019, one out of every 10 jobs. India has seen an average growth of 2.4 percent year and in tourism and tourist industry. In 2019, the Indian market received \$194 billion. There are 8,75 people in the Indian tourism sector, 12,75% of the total working population of 2018-19.
- ✚ Domestic tourism expenses were projected to double from 131 billion dollars in 2012 to approx. 200 billion dollars by the year 2018 to approx. 406 billion dollars by the year 2028. As other micro- and small business enterprises, those in the local economy want lending, i.e. (OAEs).
- ✚ Tourism should be included in the priority lending field to boost debt flows in this sector (PSL). Furthermore, a separate OAE budget must be created under the MSME portion of the PSL to ensure debt goes to very small enterprises.
- ✚ In the way industry works on various types of jobs, we must make some essential improvements. Certain provisions should be fulfilled in order to do so. According to the opening steps, infection rates should begin to decrease. The protocol should be immediate follow-up and assessment and classification. Continued state assistance in the area by removing the tourism advice and prohibiting unnecessary foreign travel covering travel insurance.
- ✚ In order to ensure a less likely future for communicable diseases to be transmitted, the central management should prioritize revising practices in the framework of the growth of tourism infrastructure, so that countries can invest money on these projects to improve infrastructure health and safety. For example, PRASHAD and MICE funds may be used in religious situations to enhance health and safety practices.

Amity University, Jaipur



DISSERTATION

2017-2021

EVOLUTION OF QSR's

BACHELORS IN HOTEL MANAGEMENT

AMITY SCHOOL OF HOSPITALITY

Dissertation supervision by:

Dr. Sushil Kumar

Amity school of hospitality

Amity university, Rajasthan

submitted by:

Manish Singh

A20728918007

Bachelors in Hotel Management

Amity School of Hospitality

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Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Any omission in this brief acknowledgement doesn't mean lack of gratitude.

Thanking you

Manish Singh
Student
BHM 8th Semester

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INTRODUCTION

A quick service restaurant (QSR) is a restaurant serving food quickly and offers limited table service. a restaurant where you place your order at a counter then wait for your name to be called when your order is ready. Indian food service industry has been experiencing big scale \sdevelopment and the research of trends in quick service restaurants in India seems to be necessary since the growing \sQSR business is a key contributor to Indian economy.

Many multinationals have made Its entry in india where a tiny part of population used to eat out with very little number of brand eateries. The expansion of the sector has also been fuelled by shifting patterns in recreation and entertainment, as it has become an integral element of the overall shopping experience. This industry has managed to answer doubts about its legitimacy and persuade the market by gratifying the Indian palate. A large portion of the young and working population, which is well-traveled and has two income streams, is experimental as well as technically savvy, and eats out far more than their forefathers, fueling the growth of the Food Service industry. The availability of organised commercial space is assisting in the continuous growth for Indian and international businesses across multiple formats. Due to rising consumer demands for quick food, the QSR industry is growing in India. The business of QSRs is influenced by a variety of external and internal factors.

REVIEW OF LITRATURE

The establishment of a local cafe in Constantinople around 1500 A.D. is mentioned in historical records of food service. The Prohibition Act of 1919 in the United States forced bars to convert to full-service restaurants with soda machines. During the Great Depression, several self-service cafeterias popped up all throughout Southern California, giving rise to the limited service category. The fast service restaurant industry has experienced phenomenal expansion over the last four decades, capturing 54 percent of the food service share of the market in 1990. ' In 1990, the quick service business is expected to increase at 4.3 percent, compared to 2.3 percent for the full-service sector. This strong expansion is likely to continue well into the 1990s.

In popular and/or trade periodicals, the QSR is also referred to as the fast food or rapid service category. Many convenient foods were produced by the fast frozen sector in the late 1940s. Faster cooking, labour, cost, and energy savings, presentation consistency, storage convenience, product reliability, and eventual better profits were just a few of the benefits. Earlier goods included French fries, meats, and fried vegetables, and these handy foods were commonly referred to as "fast foods." Fast food restaurants were defined as establishments whose primary menu consisted of these fast food items.

H.G.Parso & Mahmood A. Khan

A reason for the expansion of QSR in India is that young people are more open to the dietary habits of the western countries. Another explanation is that there has been a significant increase in disposable income and a shift in young people's working patterns. In India, international franchisors are outperforming native franchisors in the quick service restaurant sector. The franchise model system of franchising is being adopted by foreign franchisors. Mc Donald's has globalized their menu offerings to appeal to Indian palates. In India, the average increase of QSR is 40%, with foreign investment totaling \$3600 million (1/4 of investment amount). In exchange for a monetary consideration, the

franchisor grants the franchisee a licensed privilege to conduct business and provides support in organizing, training, merchandising, marketing, and management. It is a type of business in which a product, service, or method's owner (franchisee) gains distribution through connected dealers (franchisees)

Susan Chacko, R Sumathi, M K Badri Narayanan, Syam Narayana

Research methodology

Methodology used in this research is Empirical research, it is a type of research methodology that makes use of verifiable evidence in order to arrive at research outcomes. In other words, this type of research relies solely on evidence obtained through observation or scientific data collection methods. Empirical research can be carried out using qualitative or quantitative observation methods, depending on the data sample, that is, quantifiable data or non-numerical data. Unlike theoretical research that depends on preconceived notions about the research variables, empirical research carries a scientific investigation to measure the experimental probability of the research variables

DISCUSSION

Quick service restaurants have come a long way from their origin in Ancient Rome. In the last few years, new concepts inspired by international cuisines and old favorites have spurred QSR growth, as have food trucks, which are proving to be a good way for restauranteurs to enter the market with lower operating costs.

In 2017 the booming industry generated \$290.2 billion in the U.S. alone, with McDonald's — the largest fast-food company in the country — generating revenues of a little under \$37 billion.

Ancient Rome: Street vendors created stationary food carts with counters for people to order food and drink items to go. This is the first known instance of what would later evolve into the traditional quick-service restaurant format.

1921: Walt A. Anderson and Billy Ingram had the idea to open a chain restaurant that would take food stands to the next level. They wanted to create an establishment that served traditional diner food, but in a quicker and more casual setting. Thus, White Castle was born.

A&W and McDonald's being among the first — that would forever change the way people viewed casual dining.

1948: A burger shack in California created the first complete drive-thru package. In-N-Out started offering customers the option to order their food through an intercom system without ever leaving their cars, and inspired every fast-food restaurant from there on out to do the same.

1951: The term “fast-food restaurant” became recognized by the Merriam Webster dictionary. Since then, Americans have never stopped evolving how we eat on the go. Today fast-food restaurants are multinational corporations and new restaurants pop up all the time, creating new concepts for how customers casually dine.

1991: Steve Ells was eating in a San Francisco restaurant and observed people ordering at the counter and receiving quickly produced food that didn't compromise flavor. Two years later he opened the first chain of Chipotle Mexican Grills and the concept of “fast casual” was born.

2006: Chipotle grew to 500 locations and found success by rebelling against the typical reduced prices, expanded menus, and raised operational efficiencies model. It prioritized top-quality, fresh local produce, high-priced naturally fed and humanely raised meats, and

well-designed restaurants. More so, Chipotle challenged the fast-food status quo by paying employees more than its competitors.

2012: America became a leading food-truck nation. While food trucks were not exactly a new concept, in 2012 they became a phenomenon. Trendy restaurants with celebrity chefs started creating mobile versions of their restaurants, making high-quality food easily accessible.

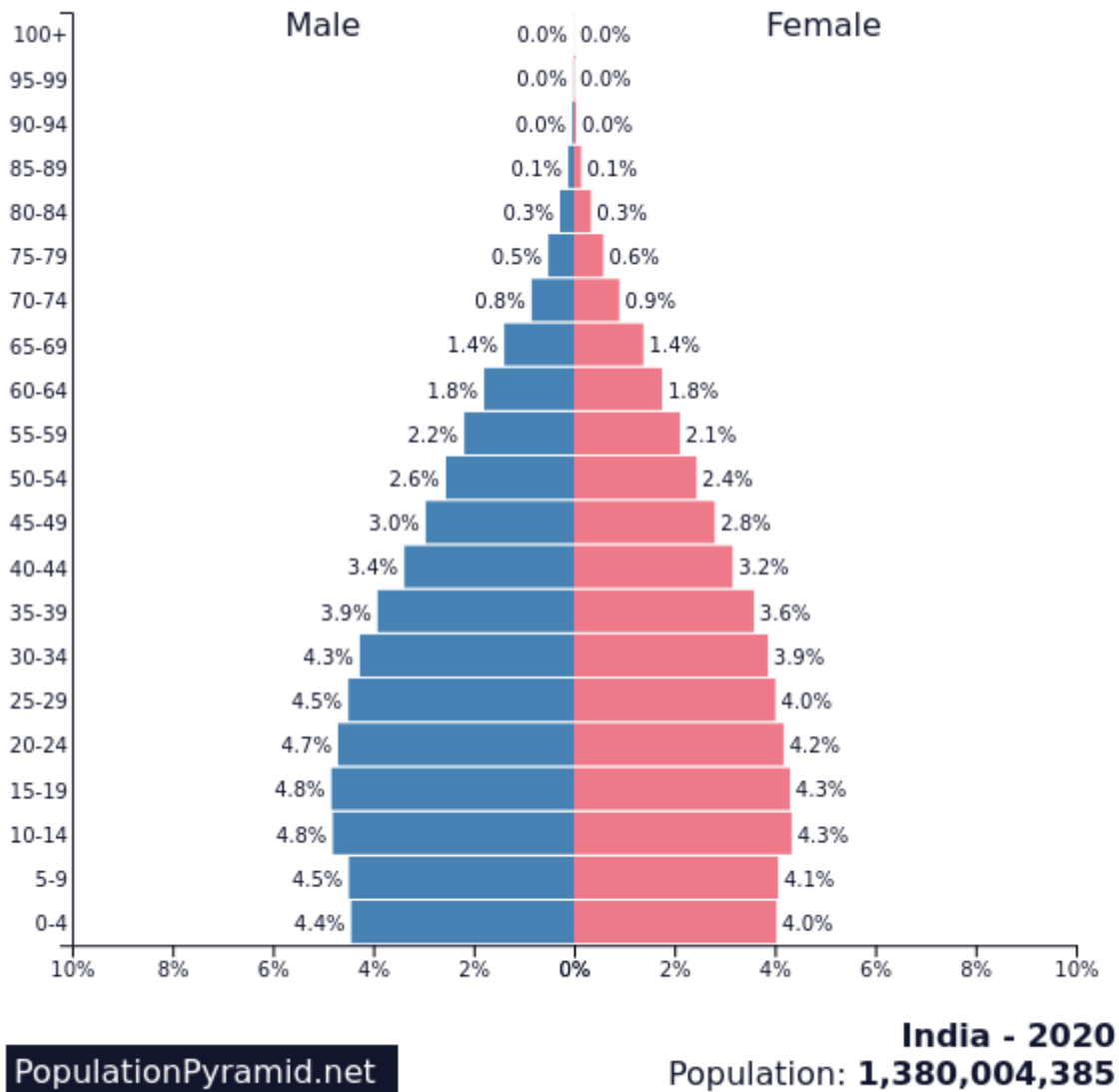
Some trucks moved around cities and some joined forces with other trucks for weekly food-truck festivals. Bringing cuisine on the road also enabled restaurants to create cult-like followings — like the Señor Sisig truck in San Francisco — as they popped up in different locations around a city. Trucks even started letting customers order ahead of time to avoid lines completely.

2015: Self-ordering kiosks started popping up, led by Panera Bread. This new approach reinvented the way customers ordered at fast-casual restaurants. Instead of being greeted by a cashier, customers immediately walked up to a self-service kiosk and placed their orders through a digital interface. With less focus on ordering, employees were able to shift their attention to other aspects of customer service, like making sure food came out of the kitchen at a faster pace. A couple of years after Panera started rolling out their kiosks, McDonald's followed suit and started installing kiosks in their restaurants. As with Panera, moves by McDonald's and other companies into a tech-savvy self-service ordering option hint at how QSR's will continue to evolve with the times.

QSR's in india

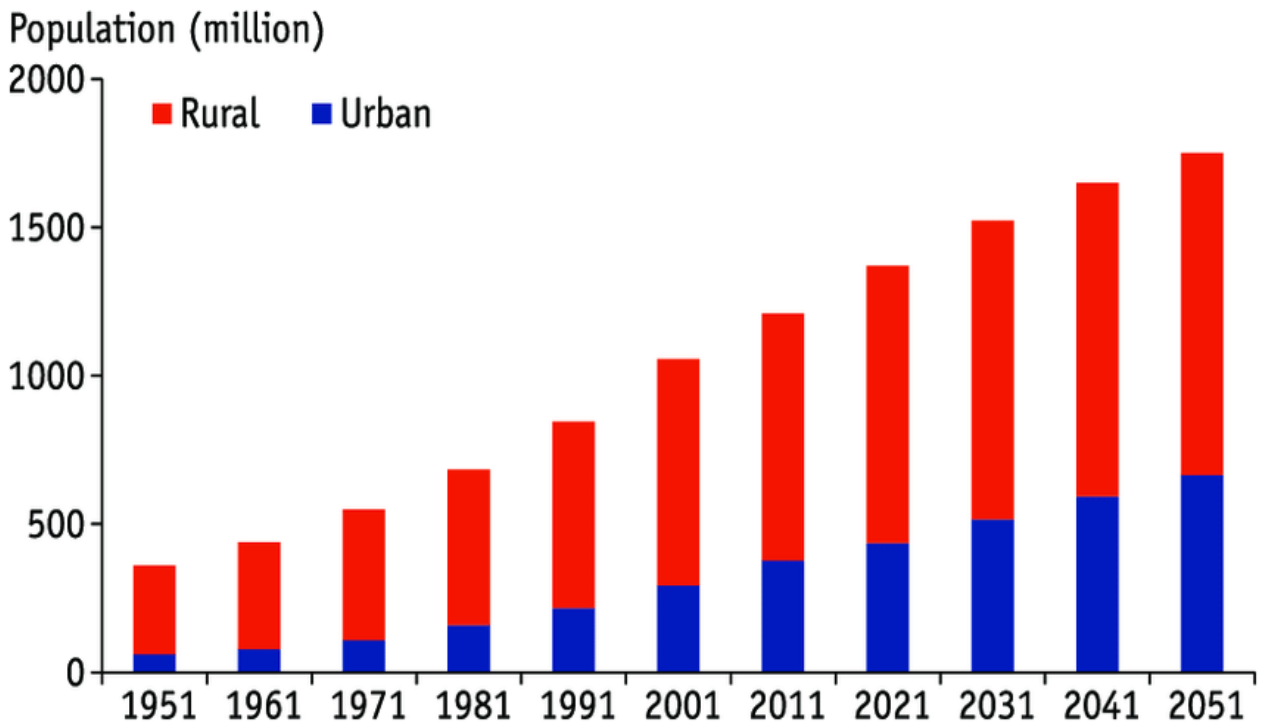
There are various external and internal factors affecting the business of the QSRs

1. . **Large Share of young population:** India is a country with 1.25 billion populations out of which 45% are below the age of 25 years, the country has the youngest mean out of the most of major global economies making it perfect market to grow for the F&B industry to grow (See Figure 4). For long-term success, quick-service restaurants must generate positive relationships with consumers. More specifically, quick-service restaurants need to produce satisfied consumers that ultimately lead to loyalty behaviors towards the restaurant (See Mason, Jones, Benefield & Walton, 2016). With country that young it is bound to increase the market coverage of the industry



2.

3. **The Trend of Urbanization**: As per Figure 5& 6, more population of India is moving towards urbanization either due to influence of western culture or due to the spirit of becoming in par with global level, the people are moving from rural areas to tier I, II with an estimation that by 2020, 35% of Indian population will live in urban cities¹ and will account for 70-75% of countries population which provides a golden opportunity for the firms to grow at an exceptional rate.



4. **Increasing disposable income levels**: According to Economist Intelligence Unit (EIU) India's personal disposable income is expected to increase from INR86.5 trillion to INR142.1 trillion by 2020, growing at a CAGR of approximately 10.5% during 2015-2020, same goes for country's median household income which is also expected to grow at CAGR of 7.3% during the period 2015-2020 which will allow the people to spend more on luxurious eating thus increasing sales of the industry
5. **Increase in purchasing power**: India is a country with more number of youngsters working. So the disposable income is very high. Young Indians are employed in information technology and other related industries. This increases the wallet size of the youngsters and their standard of living. This change in the social landscape contributes to the growth of QSRs in India.

- 6. Development of Nuclear Families:** Nuclear family means a married couple living with their children. The social trends and work-related stress alters the structure of their families. In cities, both husband and wife go to work, as they would have more financial stability. Financial stability and lack of time attract many young families towards QSRs during the weekends and even working days. Nowadays, kids play a major role in selecting destinations for eating out. QSRs have kid's meal in order to attract kids.

SERVICE DELIVERY

To improve revenues, QSR companies often prefer to emphasize two factors as strategic tools: price and service. During sluggish economic conditions, price wars usually erupt, with prices often plummeting to the lowest possible levels. This makes price an ineffective tool of competition. Price wars prevailed in the hospitality industry during both the 1930s and the 1980s. The price wars have resulted in lower menu prices across the industry, thereby eliminating price as a differentiation factor. When menu prices cease to function as a strategic tool, QSR firms return to service to gain a competitive advantage. That leaves service as the only real strategic tool.

This sentiment was reflected by the Delphi panel conducted by the Educational Foundation of the National Restaurant Association (National Restaurant Association, 1992). The Delphi panel suggested that "empowerment of front-of-the-house employees" is a critical factor in delivering quality service (National Restaurant Association, 1992, p. 13). The panel also emphasized training employees on providing quality service as a point of competitive advantage. As the QSR industry enters the 21st century, the nature of service in the hospitality industry is expected to change from traditional fast-and-friendly service to meaningful, responsive, and customer-centered service. Consistent delivery of services with such high expectations requires companies to recruit and train better educated and highly skilled employees. Consequently, total quality service management programs must become an integral part of hospitality education and management training programs. In the industry, QSR firms that have the most accurate and reliable management response programs and service delivery measures will have the greatest probability of success.

POINTS OF DISTRIBUTION

Currently, McDonald's may be the number one QSR firm in the world in revenues, but PepsiCo (Pizza Hut, Kentucky Fried Chicken, Taco Bell, Hot and Now Burgers) has more units than any other firm. When a restaurant unit is considered as a point of distribution (Calloway, 1990), the firms with the largest number of restaurant units have significant competitive advantage over the firms with fewer units. As service delivery takes

precedence over products, QSR restaurants will take a new form as providers of service, rather than as food production and delivery centers. This new perspective of restaurants as delivery points permits QSR firms to reposition themselves more as service providers than as foodservice operators.

Repositioning also allows QSR operators to sell both food (prepared or purchased) and nonprepared food products at the same point of distribution. For example, the sale of nonprepared food products may include exclusive contractual arrangements with food processors for signature products. Economic windfalls from these contractual arrangements between QSR and food processing firms could become significant. Consequently, cash rich manufacturers may vertically integrate by acquiring their contractual partners, and, thus, the QSR industry may experience another wave of acquisitions and mergers from food processing and packaging companies. QSR firms may enter into contractual arrangements for the delivery of signature products with specific consumer organizations, such as Weight Watchers or the American Association of Retired People (AARP). Such contractual arrangements may permit members of the contracting groups to receive specific (special) products or services at QSR units. For example, members of an organization such as Weight Watchers may be able to receive specified meals on specified days at contracting QSR units.

The meals may be prepared and packaged by a food processor, according to the Weight Watchers' specifications, and delivered to the QSR units. At the restaurant level, the specified product may then be partially processed and served. These arrangements have a symbiotic effect on contracting partners—they maximize a QSR firm's ability to deliver specific products at multiple locations with consistent quality and a high level of convenience, and they maximize a contracting partner's ability to market new products or services to meet its members' demand for convenience. Senior citizens are expected to be the largest consumer group in the 21st century in the United States. They are the aging baby-boom generation that grew up with the QSR industry through the 1960s and 1970s. Therefore, senior citizen groups such as AARP, the largest organization of senior citizens, may be able to contract with QSR firms to deliver specialized services to its members. Some services may include special events for seniors, designated special hours for AARP members, specific menu entrees to meet the health needs of members, membership discounts, and the enhancement of facilities to meet special physical needs.

New Trends in Formats and Menu

Quality Industry reports point to changes in menu offerings with implications for the market structure of agriculture and healthfulness of American diets, including those of children. In addition, changing formats of menus may influence how some consumers make FAFH choices. Several distinct culinary trends are reported to drive recent changes in menu offerings with consequences for agricultural markets. These decisions can be driven by expansions into certain food-type segments or achieving certain qualities of the final product.

One such trend is the increased availability of breakfast options, especially at QSR establishments. For example, in Fall 2015, McDonald's began offering breakfast items for the duration a restaurant is open, where previously such items were only sold in a time period limited to the morning (McDonald's 2015). Other QSR chains have also recently introduced breakfast menu items or experimented with menu offerings and prices, although the share of breakfast sales for most firms remains low (Jargon 2016). As many of the fast-food breakfast options include eggs, some analysts have predicted a rise in the prices of eggs or shortages of the product, although to date, recent fluctuations in egg prices have been attributed to an avian influenza outbreak (Strom 2015, Kuhns and Harvey 2016). Nevertheless, the QSR industry that serves egg-focused breakfast items is bound to have an effect on the cost of the egg producing industry as, for instance, chains, such as McDonald's, are increasingly pledging to migrate towards using only cage-free eggs in the near future (Baertlein and Ramakrishnan 2015).

Additionally, across all segments of FAFH, chefs and food producers report increasing the availability of items using ingredients that are deemed locally and/or sustainably sourced, including meat or seafood and produce (NRA 2015). Some fullservice restaurants have also focused on "hyper-local" sourcing, especially of produce, where restaurants may operate or have a close buyer relationship with farms or gardens. These types of establishments may also go by "farm-to-table", implying ingredients and other inputs are sourced directly from growers or small intermediary buyers. Overall, restaurants report increasingly modifying their menus to cater to health concerns and dietary restrictions, including children menus. However, these types of food quality claims are not regulated by any government agency and incidental reports of fraud in this area have emerged. For example, the Tampa Bay Times ran a series of exposés on local restaurants claiming to offer menu items with certain qualities (e.g., sourced from a particular supplier) that were later verified to be false.

YUM! Brands

Yorkshire in March 2002 announced it would merge with Tricon Global Restaurants to form Yum! Brands. The merger was finalized on May 8, 2002, and the name change became effective on May 22, 2002. On June 6, 2002, Yum! executed a two-for-one stock split. Shortly afterwards, due to Yum!'s lifetime contract with Pepsi, Long John Silver's and A&W Restaurants (which previously served Coca-Cola products) began switching to Pepsi products, with A&W Restaurants retaining A&W Root Beer from a separate deal with Dr Pepper/Seven Up (now Keurig Dr Pepper).

In 2002, Yum! began testing co-branding locations pairing Pizza Hut with Pasta Bravo, Back Yard Burgers, and A&W. The Pasta Bravo concept was acquired in 2003 from Pasta Bravo, Inc. of Aliso Viejo, California for \$5 million to pair with Pizza Hut.

In 2003, Yum! launched WingStreet as a hybrid combo unit with an existing Pizza Hut franchise. In 2007 and 2008, a thousand WingStreet stores a year were opened. On October 19, 2009, Company president Scott Bergren publicized WingStreet's national launch.

An East Dawning test cafeteria-style restaurant was opened in Shanghai in 2004. After initially failing, Yum! Brands chose the KFC business model (KFC is the most successful Western chain in China) and found greater success. As of September 30, 2007, eight East Dawning restaurants were in operation.

In January 2011, Yum! announced its intentions to divest itself of its Long John Silver's and A&W brands to focus on its core brands of KFC, Pizza Hut and Taco Bell.

The foreign expansion—particularly that of Taco Bell, KFC and Pizza Hut—was cited in the firm's January 18, 2011 announcement of its intention to sell the A&W and Long John Silver's chains. Both of those chains also suffered from poor sales, and had fewer locations compared to the other chains in the Yum! Brands portfolio. In September 2011, Yum! announced they had found buyers for the A&W and Long John Silver's chains. A Great American Brand will buy A&W, and Long John Silver's will be acquired by LJS Partners LLC.

In May 2011, Yum! agreed to purchase Chinese hot pot chain Little Sheep for HK\$4.56 billion.

In 2012, a KFC opened in Ramallah and became the first American fast food restaurant to operate in the West Bank; a Pizza Hut is also planned.

In 2013, a few KFC locations in China supplied chicken found to contain "excess levels of chemical residue". Yum! had lost 6% of sales from publicity in China as of January 25, 2013.

The company opened its first restaurant in Ulaanbaatar, Mongolia, in May 2013. For Mongolia, KFC is the first western fast food to open its doors in the country. The company is planning to open 15 more restaurants in Ulaanbaatar in the next 5 years.

Yum! Brands opened its 40,000th store in Calangute, Goa, India in October 2013.

In 2013, its KFC subsidiary opened a fast casual version, KFC eleven, test location in Louisville on Bardstown Road. The sole KFC Eleven was closed in April 2015. In the third quarter of 2013, Yum! Brands had to book an impairment of the goodwill resulting from the takeover of Little Sheep in 2011 in the amount of \$222 million, which reduced profits for 2013.

In 2014, Yum! launched a number of additional restaurant test concepts, Super Chix, U.S. Taco Co. and Banh Shop. Yum! opened Super Chix in Central Arlington, Texas, a restaurant similar in format to Chick-fil-A, on April 9, 2014.

In the first quarter of 2015, Third Point Management and Corvex Management separately acquired an unspecified stake in the company. A second Chix unit opened in May 2015 with additional menu items. Super Chix was sold to founder Nick Ouimet and an investment group in August 2015.

In 2017, Yum! announced plans to open 10 Pizza Hut restaurants in Ethiopia, after signing a franchise with the country's Belayab Foods and Franchise PLC.

In January 2020, Yum! announced they were acquiring Irvine, California-based The Habit Burger Grill, for \$375 million; the transaction has completed on March 18, 2020.

In 2020 and 2021, Yum! acquired several technology companies. In March 2020, it acquired Heartstyles, an omnichannel training company. In March 2021, it acquired Tictuk Technologies, an Israeli omnichannel ordering and marketing solutions provider, and announced it was acquiring Kvantum Inc., an artificial intelligence-based consumer insights and marketing technology company.

KFC (Kentucky Fried Chicken)

KFC (Kentucky Fried Chicken) is an American fast food restaurant chain headquartered in Louisville, Kentucky, that specializes in fried chicken. It is the world's second-largest restaurant chain (as measured by sales) after McDonald's, with 22,621 locations globally in 150 countries as of December 2019. The chain is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut, Taco Bell and WingStreet chains.

KFC was founded by Colonel Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of the restaurant franchising concept and the first "Kentucky Fried Chicken" franchise opened in Utah in 1952. KFC popularized chicken in the fast-food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as "Colonel Sanders", Harland became a prominent figure of American cultural history and his image remains widely used in KFC advertising to this day. However, the company's rapid expansion overwhelmed the aging Sanders and he sold it to a group of investors led by John Y. Brown Jr. and Jack C. Massey in 1964.

KFC was one of the first American fast-food chains to expand internationally, opening outlets in Canada, the United Kingdom, Mexico and Jamaica by the mid-1960s. Throughout the 1970s and 1980s, it experienced mixed fortunes domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the spirits distributor Heublein, which was taken over by the R. J. Reynolds food and tobacco conglomerate; that company sold the chain to PepsiCo. The chain continued to expand overseas, however, and in 1987 it became the first Western restaurant chain to open in China. It has since expanded rapidly in China, which is now the company's single largest market. PepsiCo spun off its restaurants division as Tricon Global Restaurants, which later changed its name to Yum! Brands.

In July 1940, Sanders finalised what came to be known as his "Original Recipe" of 11 herbs and spices. Although he never publicly revealed the recipe, he said the ingredients included salt and pepper and that the rest "stand on everybody's shelf". After being recommissioned as a Kentucky Colonel in 1950 by Governor Lawrence Wetherby, Sanders began to dress the part, growing a goatee, wearing a black frock coat (later switched to a white suit) and a string tie and referring to himself as "the Colonel". His associates went along with the title change, "jokingly at first and then in earnest", according to biographer Josh Ozersky.

In 1952, Sanders franchised his recipe to his friend Pete Harman of South Salt Lake, Utah, the operator of one of the city's largest restaurants.¹ The Sanders Court & Café generally served travelers, so when the route planned in 1955 for Interstate 75 bypassed Corbin,

Sanders sold his properties and traveled the US to franchise his recipe to restaurant owners.

By 1963, there were 600 KFC restaurants, making the company the largest fast food operation in the United States. KFC popularized chicken in the fast food industry, diversifying the market by challenging the dominance of the hamburger.

In 1964, Sanders sold KFC to a group of investors led by John Y. Brown Jr. and Jack C. Massey for US\$2 million (around US\$17 million in 2020). The contract included a lifetime salary for Sanders and the agreement that he would be the company's quality controller and trademark. The chain had reached 3,000 outlets in 48 countries by 1970. In July 1971, Brown sold the company to the Connecticut-based Heublein, a packaged food and drinks corporation, for US\$285 million (around US\$1.8 billion in 2020). Sanders died in 1980, his promotional work making him a prominent figure in American cultural history. By the time of his death, there were an estimated 6,000 KFC outlets in 48 countries worldwide, with \$2 billion worth of sales annually.

In 1991, the KFC name was officially adopted, although it was already widely known by that initialism. Kyle Craig, president of KFC U.S., admitted the change was an attempt to distance the chain from the unhealthy connotations of "fried". The early 1990s saw a number of successful major product launches, including spicy "Hot Wings" (launched in 1990), popcorn chicken (1992) and, internationally, the "Zinger", a spicy chicken fillet sandwich (1993).¹ By 1994 KFC had 5,149 outlets in the US and 9,407 overall, with over 100,000 employees. In August 1997, PepsiCo spun off its restaurants division as a public company valued at US\$4.5 billion (around US\$7.3 billion in 2020). The new company was named Tricon Global Restaurants and, at the time, had 30,000 outlets and annual sales of US\$10 billion (around US\$16 billion in 2020), making it second in the world only to McDonald's. Tricon was renamed Yum! Brands in May 2002.

By 2015, KFC was struggling, having lost business to other retailers and being surpassed by Chick-fil-A as the leading chicken retailer in the US three years previously. The company launched a new initiative with a plan to revamp its packaging, decor and uniforms and expand its menu. Additionally, beginning in May 2015, a new series of US advertisements was launched featuring Darrell Hammond as Colonel Sanders. In a planned rotation of actors, Norm Macdonald, Jim Gaffigan, George Hamilton and Rob Riggle portrayed Sanders in similar ads through the fall of 2016. In January 2018, country music icon Reba McEntire played the first female Colonel Sanders.

CONCLUSION

The QSR has positioned itself as a well-established segment of the Indian food service industry, with significant development potential across the country. Many national and international businesses are expanding through franchisee models, and it is growing at a rapid pace. Fast food has been widely accepted as a viable alternative for traditional meals, thanks to the industry's success. According to the data gathering with suitable statistical tests, there is a rising preference for dining out, and the bulk of it is wanting to dine out in a QSR, regardless of demographics in the market. The majority of people know that QSR delivers staple meals, and they appreciate the food of well-known branded restaurants, therefore QSR adoption is mostly probable.

Another factor contributing to QSR's rise is the ease it provides, since family and work schedules have changed, leaving less time for cooking at home. Because it is frequently suggested by colleagues and acquaintances, there is a growing desire for QSR. Accurate billing and the use of contemporary technology are the two most important things that provide a brand an advantage over the competition. It demonstrates that individuals prefer modern methods in the service business and believe it is more trustworthy in terms of restaurant transactions. In addition, one of the most significant factors to consider when choosing a QSR brand is the privacy and security given at the most convenient locations.

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<https://en.wikipedia.org/wiki/KFC>



AJIT BHAWAN
JODHPUR

Certificate of Training & Development

This is to certify that Rishi Gehlot S/o Shri Kailash Gehlot has completed his Job Training in Food & Beverage Production Department of this Hotel from 3rd January, 2022 to 14th March, 2022.

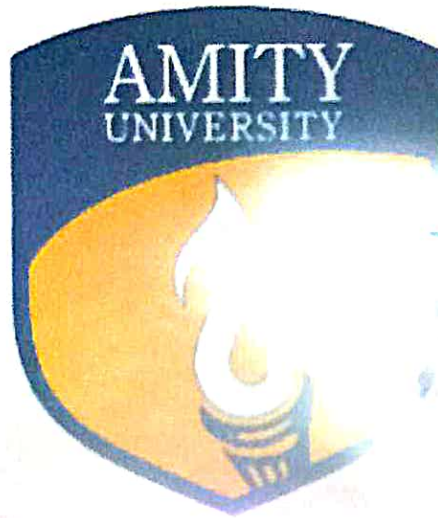
His performance during the entire training period was excellent and I wish him bright future.

For Ajit Bhawan

(K.M. MATHUR)
Adm-officer

Date : 14-3-2022

AMITY UNIVERSITY RAJASTHAN, JAIPUR



Dissertation

RAJASTHANI CUISINE

BACHELOR'S of HOTEL

MANAGEMENT AMITY SCHOOL OF

HOSPITALITY

Dissertation Supervision by:

Dr. Yashwant Singh Rawal

Amity School of Hospitality

Submitted by:

Rishi Gehlot

Amity School of Hospitality

Amity University Rajasthan

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7. Data Representation
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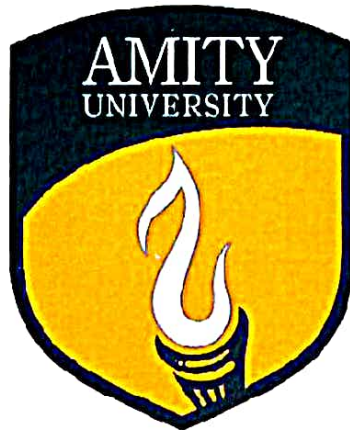
Executive Summary

Rajasthan the biggest condition of the nation as far as region is situated in the north-western piece of the sub-mainland and is limited toward the north and north-east by the territories of Punjab and Haryana, toward the east and south-east by the provinces of Uttar Pradesh and Madhya Pradesh, toward the south-west by the territory of Gujarat and toward the west and north-west by Pakistan.

Physiographically, the state can be partitioned into 4 significant locales, to be specific

- (1) the western desert: with desolate slopes, rough fields and sandy fields.
- (2) the Aravalli slopes: running south-west to north east beginning from Gujarat and finishing off with Delhi.
- (3) the eastern fields: with rich alluvial soils.
- (4) the south-eastern level. The state has differed climatic conditions going from semi-dry to dry Administratively, it is separated into 7 divisions and 33 regions.

Amity University Jaipur



DISSERTATION

“The Evolution of kebabs in India”

Undersupervisionof:

Dr Sushil Kumar Sushanto Mazumdar

Amity School of Hospitality

Amity University, Jaipur

Submittedby:

A20728918011

BHM 8th Sem

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Acknowledgement

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I would also like to thank Dr. Sanjeeb Pal, Director, Amity School of Hospitality, Amity University Rajasthan who has given me a chance to work upon the chosen research topic and other faculties namely Dr. Saurabh Sharma, Culinary Head, Dr. Yashwant Singh Rawal, Professor, Amity School of Hospitality, Dr. Sushil Kumar, Professor, Amity School of Hospitality, Amity, Mr. Saurabh Awasthi, Assistant Professor, Amity School of Hospitality, Mrs. Adity Anand, Assistant Professor, Amity School of Hospitality who have helped me in the micro changes and suggestions that were required during the editorial work in the dissertation.

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Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Any omission in this brief acknowledgement doesn't mean lack of gratitude. Thanking you

Sushanto Mazumdar

INTRODUCTION

Kebab is a cooked meat dish, with its origins in Middle Eastern cuisines. Many variants are popular around the world.

In most of the American nations, kebab might be the exemplary shish kebab or souvlaki - little Cubes of meat cooked on a skewer. In north America it is known as doner kebab. By contrast, in Indian English, Bangladeshi English, Pakistani English and in the dialects of the Middle East, different pieces of Asia, and the Muslim world, a kebab is any of a wide assortment of barbecued meat dishes. A few dishes at last got from Middle Eastern kebab might have various names in their neighborhood dialects, for example, the Chinese chuan.

Kebabs comprise of cut up or ground meat, sometimes with vegetables, and different accompaniments as per the Recipe. Although kebabs are regularly cooked on a stick over a fire, some kebab dishes are heated in a skillet in a broiler or ready as a stew, for example, seekh kebab. The conventional meat for kebabs is most frequently mutton or lamb. however territorial plans might incorporate beef goat, chicken, fish, and here and there pork because of strict forbiddances. Kebab is a middle eastern dish made with pieces of Chicken, Mutton, fishes and made from vegetables too. Kebabs are roasted, grilled on skewers or on the other hand spit starting in the Eastern Mediterranean, where it is referenced by Homer, or the Middle East, and later embraced in Central Asia and by the districts of the previous Mongol Empire and later Ottoman Empire, prior to spreading around the world. In American English, kebab with no capability alludes to shish kebab cooked on a stick, while in Europe it alludes to doner kebab, cut meat served in a pita. In the Middle East, in any case, kebab alludes to meat that is cooked over or close to blazes; enormous or little cuts of meat, or even ground meat; it very well might be served on plates, in sandwiches, or in bowls. The customary meat for kebab is Lamb yet relying upon nearby preferences and strict denials, different meats might incorporate hamburger, goat, chicken, pork or fish. Like other ethnic food sources brought by voyagers, the kebab has stayed a piece of regular cooking in a large portion of the Eastern Mediterranean and South Asia. It is additionally well known among Western youth as a nibble following a night out.

The historical backdrop of the kebab follows back to heaps of both Asian and African foods. The word kebab signifies 'to Roast. The term can likewise be Referred to as a meat patty blended in with flavors.

In Asian nations, kebabs are served generally with rice and salad, but it is presently served in various structures with bread too. With the progression of time, kebabs have figured out how to track down an extremely critical spot in current cooking styles. Kebabs are considered to have begun in Turkey when Soldiers used to barbecue pieces of hunted animals slanted on swords on open field shoot. There are various assortments of kebab, the absolute most popular ones incorporate shish kebab. Orman kebabi is comprised of roasted lamb in a shepherd's-style dish of meat. Additionally, well known is hacciosmankebabi and kushbashikebabi, which is one more pierced and simmered kebab.

Koyunkebabi is an entire sheep broiled in a covered pit. Kabarmakebabi is extremely normal, and kefenlikebabi is an extraordinary sort of dish meat enclosed by a bread.

In Arabia, shish kebab or lahmishwy (barbecued meat) is basically a piece of conventional food. Genuine shish kebabs are made with bits of marinated sheep that is appended to a bladed metal stick that is four sided and level to barbecue.

The marination strategy changes, yet spins around the invention of lemon juice, olive oil, milk and yogurt, onion juice, cinnamon, wild marjoram, tomato juice and different flavors. To make look flavorful, Kebabs are presented with various kinds of salads. Shish Kebab is generally usually referred to as 'doner kebab' in the UK. The word doner kebab signifies 'turning kebab'. It is simmered or barbecued on a vertical pivoting spit.

The popular doner is considered to have been created 40 years back by MrAygün. A customary cut meat is pierced. Lamb is genuine type of doner however the kind of meat of doner contrasts from one area to another contingent upon taste. Different sorts of meat can incorporate chicken, mutton and fish.

Holiday Inn Chandigarh Zirakpur
Raksha Business Centre,
Ambala Chandigarh Highway
Zirakpur, Punjab 140 603, India
T : +91 01762 470000
F : +91 01762 470010
E : info@hichandigarhzirakpur.com
www.holidayinn.com

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TO WHOMSOEVER IT MAY CONCERN

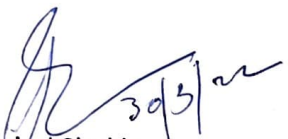
This is to certify that Mr. Abdul Samad, student from Amity University, Jaipur has successfully completed his Job Training in Housekeeping department from January 04th 2022 to March 30th 2022.

During the due course of his Training, his overall performance was found to be competent and satisfactory.

We wish him all the best for his future endeavours and assignments.


Joshika Rana

HR Manager


Aviral Shukla

L&D Manager



AMITY SCHOOL OF HOSPITALITY

AMITY UNIVERSITY RAJASTHAN

2018-2022

IMPACT ON TOURISM IN RUSSIA

AND UKRAINE AFTER WAR

SUBMITTED BY:-ABDUL SAMAD

SUBMITTED TO:-DR.CHEF SAURABH

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IMPACT ON TOURISM IN RUSSIA AND UKRAINE

Abstract: The purpose of this study was to determine how political instability influences inbound tourist flows in Ukrainian cities, performance of tourism-related businesses, and tourism-based profits in general. This study allows us to present the impact of various events on the tourism economy in Ukraine; however, the available secondary data with the unobserved component model procedure detection give only a general overview of the situation. Thus, interviews were conducted with experts, including managers of accommodation facilities, employees of municipal tourism development departments, and researchers investigating tourism. Interviews with experts revealed opportunities, threats, and future scenarios of tourism in Ukraine in the face of five years of political instability. The results support previous findings that political instability reduces tourist traffic over the short term. On the other hand, the interviews with experts representing major province cities have shown different results for the long-term perspective. Cities with developed tourism sectors in areas away from the place of conflict are beneficiaries of political instability. Disadvantaged are cities that had their tourist flows based on the citizens of the aggressor's country—the Russian Federation. Cities that are underdeveloped in terms of tourism did not experience a significant impact of the political instability in eastern Ukraine.

Introduction

Tourism is a leading industry in the modern world in terms of its size and rate of growth. It can provide economic benefits to countries that foster its development by attracting foreign visitors who pay with their foreign currency. Tourism is a necessary sector for many countries and it may help secure jobs for local residents during times of economic crisis and may provide profits to tourism-oriented businesses [1]. The continent of Europe, and this includes the Russian Federation, is a leading tourist region of the world, attracting 709.9 million foreign tourists in 2018. The top tourist destinations in Europe are France, Spain, Italy, Great Britain, and Germany. From a

regional perspective, Southern Europe experiences the greatest influx of tourists at 289.4 million visitors per year. Western Europe welcomes 200.4 million tourists per year. Central and Eastern Europe receives 141.4 million foreign visitors per year, which is more than the number of visitors in Northern Europe (79.9 million) [2]. In this context, Ukraine appears to be rather unpopular among tourists, with only 14.2 million tourists in 2018. Tourism yields 5.6% of Ukraine's GDP or 1.08 billion USD. This is far below the European average of 9.9% and the average for the European Union (10.2%). In reports published by the World Travel and Tourism Council, Ukraine ranks 156th in the world in terms of total revenue from tourism [3,4]. Furthermore, the World Economic Forum Report notes the low level of competitiveness associated with Ukraine's tourist market on a global scale.

Ukraine is home to a fairly large Russian-language population (17% to 18%), which is strongly concentrated in its eastern provinces and the Crimean Peninsula. Ukrainian provinces are referred to as oblasts. According to Ivanov et al. [5], the coexistence of many different nationalities in one state was quite a peaceful one until 2013, when pro-EU protests informally known as Euromaidan (also known as Ukrainian Spring [7]) and the formation of a pro-Western government in Kiev helped trigger a period of destabilization [8]. In March 2014, the Autonomous Republic of the Crimea voted in a controversial referendum to join the Russian Federation. The next stage of the conflict involved the formation of two pro-Russian people's republics in eastern Ukraine in the provinces of Lugansk and Donetsk (Figure 1). Both provinces are home to a large percentage of Ukraine's Russian population and both decided to follow a separatist path with respect to Ukraine's government in Kiev (both the Donetsk People's Republic and Lugansk People's Republic, formed in May 2014, are not recognized by Ukraine and the international community). In addition, a Malaysian passenger airplane was shot down with 298 passengers aboard, in this very area, in July 2014. Most of the passengers were Dutch citizens.

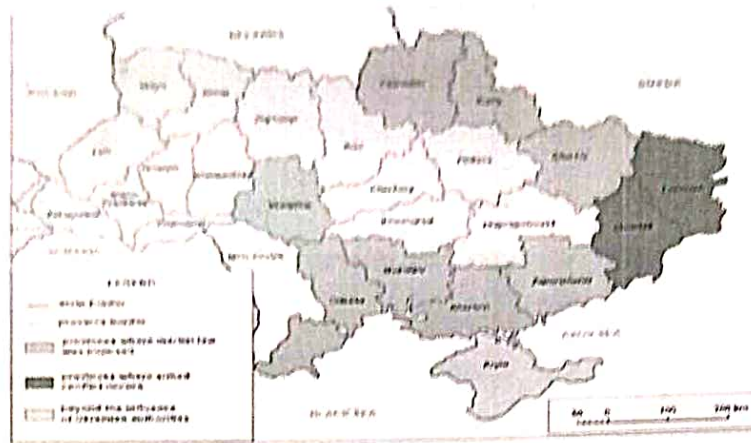


Figure 1. Disputed areas in Ukraine. Source: own studies.

As a result of these events, travel to the Crimea has become problematic both for foreign tourists and persons holding a Ukrainian passport. Transportation problems also affect Russian citizens who wish to travel to the Crimea, as this is only possible via airplane and ferry across the Kerch Isthmus. On the other hand, the Lugansk and Donetsk People's Republics remain an area of armed conflict and may be accessed only with the permission of Ukraine's National Security Service. Crossing the border between the two republics and Russia is considered to be a crime by the Ukrainian government. The remaining part of Ukraine is relatively safe for the purposes of tourist travel, although acts of terrorism and homicide do occur in many parts of the country. These include an incident in May 2014 in Odessa, another incident in July 2015 in the town of Mukachevo near the Hungarian border, and still another incident in June 2017 in Kiev.

The World Economic Forum Report lists Ukraine as one of the leading countries with the highest number of persons killed or wounded per terrorist attack. For example, the index of terrorism incidence equals 6.6 for Ukraine placing it 17th among 136 examined states [5]. According to the global peace index (GPI), Ukraine is ranked very low in terms of peace—148th of 163 examined states [9,10].

**AMITY SCHOOL OF HOSPITALITY
AMITY UNIVERSITY
RAJASTHAN**



**DISSERTATION
2018 -2022**

COVID – 19 IMPACT ON TOURISUM INDUSTRY

**BACHELORS IN HOTEL MANAGEMENT
AMITY SOCHOOL OF HOSPITALITY**

Dissertation Supervision By:

Mrs adity anand
Amity School of Hospitality
Amity University Rajasthan

Submitted By:

Naindeep
Bachelors In Hotel Management
Amity School of Hospitality

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Naindeep

Student

BHM 8th Semester

Hospitality's Role In COVID-19

Abstract:

The ongoing scenario have surpassed the existent record of cases and fatalities ever witnessed in any of the pandemic known to the world. Covid-19 or the Noble Corona virus established it's roots in the city of Wuhan in China, arguably due to the intake of bat meat that has strains of Corona Virus which we're although non-harmful in nature to the animal but it tended to be alarming in the case of humans. It is evident that the Corona Virus family have shown it's presence in humans in the past but the prior strains were having slight and temporary impact on respiratory system, not at all lethal for the life forms. But as the Noble Corona has set its foot on the global level, it's indeed terrifying of we glance upon the facts and figures that adhere to it.

On the contrary, a whole new side of the humanity is unveiled as the people are coming out irrespective of the fact that they may get exposed to possible carriers of virus but are still indulged in the practices of selfless services such as proving food, resources and medical aid to the poor and migrants. This is nothing but ancient hospitality that is coming back to action and reviving the hope of the people in combatting Covid-19 as it is indirectly mitigating the severity that may have existed if the volunteered aid wouldn't have came into action. This is not only the revival of ancient hospitality but is also a lesson for the modern hospitality to gear up and provide heartfelt services and help to the people without differentiating upon the monetary benefit that they offer. Hence it is viable to raise the topic so as to bring the attention of people on the hospitality's ethical beauty that is vanishing day by day.

Introduction:

The ongoing scenario have surpassed the existent record of cases and fatalities ever witnessed in any of the pandemic known to the world. Corona virus were existent way before the current outbreak and we're not as fatal as they tend to be nowadays, older strands were almost non-affective on humans, some causing slight respiratory issues which were easy to cure and were not lethal as they seem to be for now. Corona Virus is a whole family of strains of virus under which the novel or new one that is SARS-CoV-2 is majorly causing the Covid-19. The strains found in human bodies were of two types 'S' and 'L' type out of which S-type came first but the L-type was more common in the masses (Medtalks, April 2020). It's existence can be marked when cases of it started to rise in the Wuhan region of China where it was seen that the patients were having dry cough and facing problem in breathing which happens in other pulmonary syndromes or infections. Later it tended to be lethal and that sudden death lead to chaos in the country. It's rate of spreading was high and due to the travels around the world, the virus got carried to the other parts of the world due to which similar cases arose throughout, which thereafter lead to the declaration of it by WHO as 'Global Pandemic'. (By Helen Branswell and Andrew Joseph from Statnews.com, 11 March 2020). There have been four notable outbreaks that occurred since 2010 such as Elbola, Zika virus, Acute flaccid myelitis, Measles (Bean, 2019). According to WHO, Coronaviruses are a large family of viruses which may cause illness in animals or humans. In humans, several coronaviruses are known to cause respiratory infections ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The most recently discovered coronavirus causes coronavirus disease COVID-19. Covid- 19 arrived as largest epidemic in times. It

has traumatized the world and positioned as extremely intricate challenge in front of the entire world.

Hospitality refers to various practices of welcoming, inclusion, and sheltering. Hospitality takes place within commercial and noncommercial contexts (Lashley and Morrison 2000); consequently, it can connect both market-based and nonmarket-based consumption practices and experiences. The Higher Education Funding Council for England (1998) defined hospitality as hospitality is the management of food, beverages and accommodation in a service context. Hospitality has been significant practice since long time; it is part of ancient and hyper modern time. D O'Goreman (2006) explained Hospitality is a gift given by the 'host' to the 'guest', and then shared between them. Hindu Tradition educates that even the poorest Host should offer at least three things, sweet words, a sitting place and refreshments to guest (at least water). 'Even an enemy must be offered appropriate hospitality if he comes to your home. A tree does not deny its shade even to the one has come to cut it down' (Mahabharata 12, 374).

There are many verses in the holy book of Bible (God's Word Translation) that describe hospitality in many ways, as one of the verse suggests that "one should always help the people with food if he is hungry, shelter if he is homeless and clothes if he is naked as we all are made of one blood and flesh (Isaiah 58:7). For Timothy it is written that she had mastered the art of bringing up children, washing the feet of God's people as well as helping those in trouble or need and that's why she's considered nearest to God which means that hospitality is considered one of the good deeds that God considers pious (Timothy 10:5). It is said that above all the good deeds, one should always try to spread love and love each and everybody because your love covers the multitude of sins and one should always offer hospitality any sort of complain within the soul or mind (Peter 4:8-9). Jesus also mentioned that when one throws a luncheon or dinner, he should not call the relatives or family members as they might call you back and in a way your's good gesture will be repaid, instead you should call those who are in

need of food, those who are poor, crippled, lame or blind as they will bless you in a way that no one else could, those blessings will always provide you fortune or in other words it can be said that they wouldn't repay you but you will surely be repaid the resurrection of righteous (Luke 14:12-14). Also there are some verses that portray unwillingness to welcome or help as the biggest sin as it's said that if you don't help the needy at the time then abruptly one would not face the consequences but will get the eternal punishment at the right time (Matthew 25:42-46).

Hospitality is the true gift by host to guest. Hospitality is an act of kindness experienced by the 'guest', who turns from stranger into a friend in very limited period of time and relationship begins. Hospitality is defined by serving guest who comes at home without expecting or charging anything from guest (Huissein & Yusuf 2016). Hospitality determines to serve guest through being altruistic. This notion is that which enhances the overall character.

Hospitality, in its ideal figure, requires welcoming and inclusion on the part of the host without any assertion of power over the guest or expectation of reciprocity (Lynch et al. 2011). Hospitality is a pillar of the social harmony. Hospitality strengthens the bonds of affection and love among people (Huissein & Yusuf 2016). Hospitality is been a way out of many problems either its demerit of human or other challenges. Derrida defines ethics as hospitality, hospitality as ethics. Hospitality is the foundation of the principle of ethics. In other words, ethics are associated with hospitality so strongly. Hospitality referred to the solutions of many challenges, all society members faced those challenges together by serving each other. Serving guests every day was the merit of ideal character of host, who was happy to serve each guest was expected not to face any difficulty or disaster due to his good deeds was mentioned by Thiruvalluvar. Nature Mother as being tremendous host had served with best hospitality to the guest (us). Nature Mother had provided beautiful place to live, clean water to

drink, fresh air to breathe, fertile land for agriculture, Scenic view of mountains, lakes, dessert, beaches, forest, rivers, field etc. and we as guest aren't returning the value of that hospitality, ignoring to appreciate the hospitality provided by Host Mother Nature. Natural calamities have been occurrence such as earthquake, tsunami, hurricanes, cyclone, typhoons, floods, volcanoes etc. in last few decades (Natural Geography, 2019).

On the contrary, a whole new side of the humanity is unveiled as the people are coming out irrespective of the fact that they may get exposed to possible carriers of virus but are still indulged in the practices of selfless services such as providing food, resources and medical aid to the poor and migrants. This is nothing but ancient hospitality that is coming back to action and reviving the hope of the people in combatting Covid-19 as it is indirectly mitigating the severity that may have existed if the volunteered aid wouldn't have come into action. This is not only the revival of ancient hospitality but is also a lesson for the modern hospitality to gear up and provide heartfelt services and help to the people without differentiating upon the monetary benefit that they offer to the association.

Review of Literature:

WHO (11th February 2020), announced a name for the new corona virus disease: COVID-19. Every Country terrifies from the epidemic of Covid -19 and incapable to save their citizens to die. The number of cases of the novel corona virus across the globe crossed 1 million-mark as the global death toll rose over 45000. In India Number of cases climbed to 2306 and the death toll to 56 (of India, 3rd April, 2020). And it has crossed about 1lacs 30thousand plus cases till 25th of May (Medtalks.com). COVID-19 is the infectious disease caused by the most recently discovered coronavirus. This new virus and disease were unknown before the outbreak began in Wuhan, China, in December 2019 (WHO, December 2019). Every City in the world is locked down and people are restricted to leave their home. Medical facilities are incompetent front of this disaster which appeared first time ever. The eruption was declared a Public Health Emergency of international concern by WHO (30 January 2020).

Arab News (10th March) publishes that Oil price slump, virus spark market meltdown.

Governments seem powerless to take decision except prohibiting people to make social gathering. Science, technology, power, politics, Economy all is useless to face Covid -19. Government has announced 21 days lockdown in India for the protection of citizens (Times of India, 24th March 2020). To an economy passing through demand depression and high unemployment, the lockdown would add

supply-side stress, accelerating the slowdown further and jeopardizing the economic wellbeing of millions (Business Today, 27th March 2020). However, WHO President has praised Indian Prime Minister's Decision to 21 days lockdown in India. Many people have been died and consistently suffering in all counties of the world. Mr. Ramanan Laxminarayan, Director of The Centre for Disease Dynamics, Economics & Policy, and University of Washington said If India's health system is unprepared; we could be looking at 2 to 2.5 million infected people. (India Today, 21st March). Spain has the world's second-highest death toll after Italy, with the virus so far claiming 10,003 lives although the rate of new infections and deaths continued its downward trend, the health ministry figures showed (Hindustantimes.com, 2nd April). The corona virus has caused 4,476 deaths in the United States (Hindustan Times, 2nd April). A total of 1,002,159 COVID-19 cases have been reported across more than 175 countries and territories with 51,485 deaths reported so far, according to Johns Hopkins University data (WHO, 3rd April). International tourist arrivals could fall by 20-30%, 5-7 years' worth of growth will be lost (UNWTO, 30th March). UN (31st, March) launches COVID-19 plan that could 'defeat the virus and build a better world'. FIFA launched the "Pass the message to kick out corona virus" campaign, led by world-renowned footballers. The campaign promotes five key steps for people to follow to protect their health in line with WHO guidance, focused on hand washing, coughing etiquette, not touching your face, physical distance and staying home if feeling unwell. (WHO,23 March 2020).Twenty-eight players are involved in the video campaign, which is being published in 13 languages (Thehindubusinessline.com, 24th March). WHO (27th March 2020) began delivery of messaging services in Arabic, French and Spanish through WhatsApp and Facebook to keep people safe from coronavirus. This easy-to-use messaging service has the potential to reach 2 billion people directly and enables WHO to keep all of them updated. HRAWI (31st March, 2020) mentioned we offer the state government access to over 500 of its hotel rooms.

WHO (30th March) releases guidelines to help countries maintain essential health services during the COVID-19 pandemic. Putin offered the medical assistance during the two world leaders' telephonic conversation on March 30. The US agreed to buy from Russia ventilators, medical supplies and other personal protection equipment needed to treat patients infected with COVID-19, a top State Department (Indiatoday.in, 3rd April). Indian government already has its MyGov app to spread awareness about the coronavirus epidemic. However, it has now launched a dedicated coronavirus tracking app called Aarogya Setu, which will use the smart phone's location data and Bluetooth to check if you have been near a COVID-19 infected person or not.(Hindustan Times , 2nd April 2020). The World Tourism Organization (UNWTO) has strengthened its collaboration with the World Health Organization (WHO). The two UN agencies met in Geneva to further advance a coordinated response to COVID-19 (UNWTO, 1st April). Mr. Myong Su, director of the anti-epidemic department of the North's Central Emergency Anti-epidemic Headquarters, insisted that the efforts had been completely successful and there is none case of Corona in North Korea (Hindustantimes.com, 2nd April).

Ensuring accessibility for tourists with specific access requirements can be a 'game changer' for destinations around the world as they look to bounce back from the impacts of the pandemic. A new set of Inclusive Recovery Guides from the World Tourism Organization, **produced in partnership with the European Network for Accessible Tourism (ENAT), the ONCE Foundation of Spain and Travability from Australia**, makes clear the importance of placing inclusivity at the centre of recovery plans and provides key recommendations for achieving this.

Launched on the International Day of Persons with Disabilities, the UNWTO Inclusive Recovery Guide – Socio-Cultural Impacts of COVID-19: Issue I Persons with Disabilities, draws on the expertise of UNWTO's Ethics Culture

and Social Responsibility Department and its partners. While much progress has been made, the publication makes clear that persons with disabilities and seniors encounter barriers preventing them from fully enjoying tourism experiences, even more so during the pandemic. Now, as UNWTO leads the restart of tourism globally, this guide outlines steps that governments, destinations and companies should take to build back better, becoming more inclusive and competitive.

Accessibility as a priority

UNWTO Secretary-General Zurab Pololikashvili said: “Tourism environments and services are often designed without considering the different access requirements that visitors and locals may have. The tourism sector must prioritize accessibility. This can be a real game changer for destinations and businesses, helping them recover from the crisis and grow back in a more inclusive and resilient way.”

Highlighting the potential benefits for more accessible destinations, the publication notes that, by 2050, one in six people worldwide will be aged 65 or over, rising to one in four in Europe and North America. Furthermore, data shows that the average spend of tourists with disabilities in Spain, for example is in excess of 800 euros, compared with just over 600 euros for tourists without disabilities.

Recommendations for inclusive recovery

The recommendations advocating for accessibility during the recovery of tourism insist on six main action areas:

- **Assistance in a crisis:** Including accessibility during every stage of repatriation, which requires the backing of destinations and disabled peoples’ organizations (DPOs)

- **Adaptation of protocols:** Follow UNWTO guidance on adapting general health and safety protocols, considering that customers may have different abilities and requirements
- **Inclusivity in post-pandemic tourism:** Including the effective use of data to guide decisions on accessible tourism planning and adjusting accessibility policies and strategies to reflect post-COVID realities
- **Accessibility in business planning:** Treating accessibility as a competitive advantage, improving customer service, and the application of harmonized international standards to enhance quality of life for all
- **Staff training and inclusion:** Extending professional training to better cater for tourists with different abilities, and ensuring equal opportunities in the tourism workforce
- **Innovation and digital transformation:** Embracing innovation to make travel and tourism safer, smarter and easier for all

The guidelines reflect UNWTO's ongoing commitment to inclusive tourism, enshrined within *The UNWTO Framework Convention on Tourism Ethics*, calling on signatories to facilitate tourism for persons with disabilities. **This publication is also the first one in a planned series of thematic briefs from UNWTO's Ethics, Culture and Social Responsibility Department**, in its intent to provide guidance to our sector.

The recent coronavirus (COVID-19) has triggered a concern worldwide in early January 2020, and by the end of March 2020, the outbreak has infected several people globally (WHO, 2020). The severity of the pandemic may be assessed based on the figures of the past epidemics such as SARS, Spanish Flu, etc. Tourism and hospitality businesses are profoundly affected by COVID-19 that has been declared as pandemic on 12th March 2020 (WHO, 2020). Due to the COVID-19 pandemic, the travel and tourism industry's employment loss is

predicted to be 100.08 Million worldwide (Statista, [2020](#)). The pandemic has not only affected economically but as well as politically and socially (Cohen, [2012](#)). As the number of infected cases rising throughout the nation, and with the implementation of certain measures and campaigns like social distancing, community lockdowns, work from home, stay at home, self- or mandatory-quarantine, curbs on crowding, etc., pressure is created for halting the tourism industry/business (Gretzel et al., [2020](#); Sigala, [2020](#)). This change in the current system has led to the beginning of the recession and depression, seeking a transformational change in society. According to Liu et al. ([2019](#)), the most dynamic sector is the tourism industry that benefits many other sectors like lodging, catering, transportation, retail, entertainment, etc. contributing to economic growth and recovery globally. It has been reported that tourism growth has outperformed the world GDP growth record from the past consecutively from the year 2011–2017 (WTTC, [2018](#)). Furthermore, it has been estimated that there is a drop of international tourists of about 78%, causing a loss in export revenue of US\$ 1.2 trillion and representing the largest decline in the tourism job cuts, which is about seven times the impact of the 9/11 incident (UNWTO, [2020](#)). Additionally, the drop in the tourists' demand has led to severe financial problems (Tsionas, [2020](#)).

India is one of the developing nations known for its uniqueness in its tradition, culture and unparalleled hospitality. It is a major destination for many international tourists, creating several employment opportunities and generating enormous taxes (Ahmed & Krohn, [1992](#)). The Indian tourism industry can be divided into three major segments, such as (i) international inbound tourism; (ii) domestic tourism; and (iii) outbound tourism. The Indian tourism industry has created about 87.5 million jobs, with 12.75% of total employment, thereby contributing INR 194 billion to India's GDP (WTTC, [2018](#)). Moreover, the sector recorded a 3.2% growth from 2018, with 10.8 million foreign tourists arriving in

India with a foreign exchange earning of USD 29.9 billion in 2019. In this regard, India ranked 8th with respect to total direct travel and contribution towards tourism of about USD 108 billion (FICCI, [2020](#)). Also, there is a 66.4% decline in overseas tourists' arrivals in India in March 2020 compared to last year (TAN, [2020](#)). It has been estimated that there will be about 40 million direct and indirect job losses in India, with an annual loss in revenue of around USD 17 billion in India (FICCI, [2020](#); Scroll, [2020](#)).

Tourism is a major source of revenue and employment in many countries. It is a generator for employment, income, tax collections and foreign exchange earnings. The tourism industry became highly competitive; hence, accurate tourism demand forecasting is important to make an appropriate strategic and operational decision. Strategic decisions are planning for opening attractions, modes of transport, accommodation, and tourism promotion for which colossal investment is required. In contrast, operational decisions are the number of parking areas, attendants, number of shuttle buses, hours of service per day, and employees' hiring. Accurate tourism demand forecasting is a challenging task. Forecasting tourism demand help to identify the future pattern which guides planning and policy formation. Forecasting plays a crucial role in tourism planning (Cho, [2001](#)). Moreover, accurate forecasting helps managers and practitioners make appropriate decisions in policy-making, staff and capacity utilization and management, resource management, pricing strategies, etc. during disruption to reduce the risk and uncertainty. Hence, tourism forecasting is one of the significant areas of research.

Many authors proposed different models and methods, such as traditional time series models (Athanasopoulos & Hyndman, [2008](#); Goh & Law, [2002](#); Song et al., [2003](#); Witt et al., [2004](#); Witt & Martin, [1987](#); Wong et al., [2006](#); Wong et al., [2006](#)), artificial intelligence models (Claveria & Torra, [2014](#); Tsaur & Kuo, [2011](#)) and hybrid models (Hadavandi et al., [2011](#); Shahrabi et al., [2013](#);

Silva et al., [2019](#)). The time-series ARIMA model is univariate model and applicable to stationary and homoscedastic data series. Hence, before applying the model, it is essential to identify the pattern through various statistical tests. In contrast, artificial neural network (ANN) predicts by mapping the input and output. It has the capability to learn, self-organize and adapt the data pattern. ANN model does not require past statistical information related to the data series. The major benefit of using ANN models is non-parametric data-driven models that capture the functional relationships with the empirical data. Unlike traditional forecasting models like ARIMA, the model can map the linear and non-linear properties, homoscedastic or heteroscedasticity of the data without any prior assumption. Therefore, many researchers applied the ANN model for prediction and proved that it is a suitable model for prediction irrespective of the data pattern (Cho, [2003](#); Claveria & Torra, [2014](#); Höpken et al., [2020](#); Law, [2000](#); Palmer et al., [2006](#)).

Due to COVID-19, tourism is such a highly affected sector and may remain affected in the long term, i.e. approximately more than 1.5 years. Hence, in this scenario, it is necessary to measure the losses due to pandemic so that policies can be redesigned to manage tourism activities. There is a fall in foreign tourists' arrival rate by 68% from February to March 2020 and hence fall in foreign exchange earnings (FEE) by 66.32%, which has a significant impact on the economy (Statista, [2020](#)). Therefore, accurate forecasting of the number of foreign tourists and FEE is crucial in managing tourism activity. Researchers studied different forecasting models to predict the tourism demand, i.e. both inbound and outbound tourists; however, predicting foreign tourists' arrival in India and its impact on the revenue in terms of FEE are scarce. Further, no analysis has been done to measure the impact of a pandemic like COVID-19 on tourism and its leading effect on FEE. Therefore, this paper addresses the following key research questions:

- i. What are the impacts of the black swan event like COVID-19 on Indian tourism sector?
- ii. What are the impact of COVID-19 on foreign tourists' arrival and foreign exchange earnings?

Specifically, the main objectives of the paper are three-fold which is as follow: (i) predicting the number of foreign tourist arrivals, particularly in India using ANN model, (ii) analysing the impact of COVID-19 on tourism in terms of loss and gain in FEE, and (iii) suggesting the appropriate theoretical and managerial implications.

The rest of the paper is organized as follows. The next Section reviews the relevant literature, including the impact of the epidemic outbreak on tourism, and forecasting models for predicting the tourists demand followed by sections on the methodology and data analysis, prediction on the number of foreign tourists arrival, impact of COVID-19 on the tourism economy, implications of the study, limitations and future research, and conclusion.

Impact of epidemic outbreak on tourism

Global tourism is affected by many types of disruptive events, such as terrorist attacks like 9/11, epidemic outbreaks like SARS-CoV-2, MERS-CoV, Ebola, Swine flu, etc. in the past (Wen et al., [2020](#)). However, the recent epidemic outbreak (COVID-19) originated from Wuhan, China has severely impacted almost every industry, including Tourism worldwide (Yeh, [2020](#)). The virus spread to all continents through air transport and still propagates infection exponentially (Nicolaidis et al., [2020](#)). To contain the spread, many countries completely/partially close their boarder and cancelled all flights, and events including sports, entertainment, pilgrimages, conferences etc. UNWTO ([2020](#)) estimated that international tourists would decline by 1%–3% compared to 2019

rather than the forecasted 3%–4% growth. As a result, global tourism has slowed down significantly. The number of international flights dropping by more than half following the tourism industry temporarily laid off half of their workforce (Gössling et al., 2020). The World Travel & Tourism Council predicts a tourism-related loss of up to US\$ 2.1 trillion in 2020 and up to 75 million jobs (WTTC, 2020).

The travel industry, which includes airlines, hotels and restaurants, will shrink by 50% in 2020, which would mean a significant loss of jobs and revenue.

According to the International Air Transport Association (IATA), Airlines worldwide are expected to lose a record of \$84 billion in 2020, more than three times the loss made during the Global Financial Crisis (The World Economic Forum, 2020). Most of the airlines are undergrounded. Hotels are being closed due to fewer tourists and many five-star hotels turning into quarantine facilities. Most restaurateurs see operating costs rising further because of social distancing, hygiene, and sanitation-related costs. Therefore, sustaining during this crisis is a challenging task for the tourism industry.

Forecasting models used for predicting tourism demand

Tourism forecasting has been an important topic of discussion and has evolved over the decades (Liu et al., 2019; Song et al., 2019). Researchers used different forecasting models to predict international tourism demand (Table 1). For example, Witt and Martin (1987) used econometric models, such as Ordinary Least Square (OLS) and Cochrane-Orcutt (CO), to predict international tourist demand. Song et al. (2003) applied six different econometric models to forecast inbound international tourism demand for Denmark. The models are static co-integration regression; two error correction model (ECM); reduced autoregressive distributed lag model (ADLM); time-varying parameter (TVP) approach; vector autoregressive (VAR); autoregressive integrated moving average (ARIMA)

model for six different origin countries such as Germany, Netherlands, Norway, Sweden, UK and USA. Further, they tested the forecasting accuracy of the models and ranked over the time horizon. The traditional time series models such as VAR (Witt et al., 2004), BVAR (Wong et al., 2006), ARIMA (Kulendran & Wong, 2005), MARIMA, SARIMA (Goh & Law, 2002), Statistical models like regression model, exponential smoothing (Athanasopoulos & Hyndman, 2008), Basic structural time series model (BSM) and causal structural time series model (STSM) (Kulendran & Witt, 2003; Turner & Witt, 2001), Autoregressive Moving Average with External Variables (ARMAX) (Yang et al., 2015). Witt et al. (2004) used vector autoregressive model to forecast inbound international tourists to Denmark to predict the foreign tourist expenditure. They also discussed the impact of foreign tourist expenditure on employment in Denmark. Wong et al. (2006) applied the Bayesian vector autoregressive (BVAR) model to forecast the tourism demand for Hong Kong, compared with the VAR model, and showed that the BVAR model outperforms the VAR model. Wong et al. (2007) forecasted tourism demand for Hong Kong from ten different countries using four different forecasting models: ARIMA, ADLM, ECM and VAR. They observed that the performance of single and combined forecasting models varies according to the origin-destination tourist flow. Goh and Law (2002) used Seasonal Autoregressive Integrated Moving Average (SARIMA) and Multiplicative-seasonal Autoregressive Integrated Moving Average (MARIMA) considering intervention like the bird flu epidemic (December 1997–January 1998) in Hong Kong, Asian economic crisis and the reversion of Hong Kong to China sovereignty and SAR administration to predict the inbound tourism demand for Hong Kong. They proved that the SARIMA and MARIMA model's performance outperforms the other time series models through comparative study.

Methodology:

Covid-19 - The Top Notch Player in the Game:

COVID-19 is the infectious or communicable disease caused by the most recently discovered coronavirus strain. This new virus or Noble Virus and its possibility to cause disease in humans were unknown before the outbreak began in Wuhan, China, in December 2019 . (WHO, December 2019).

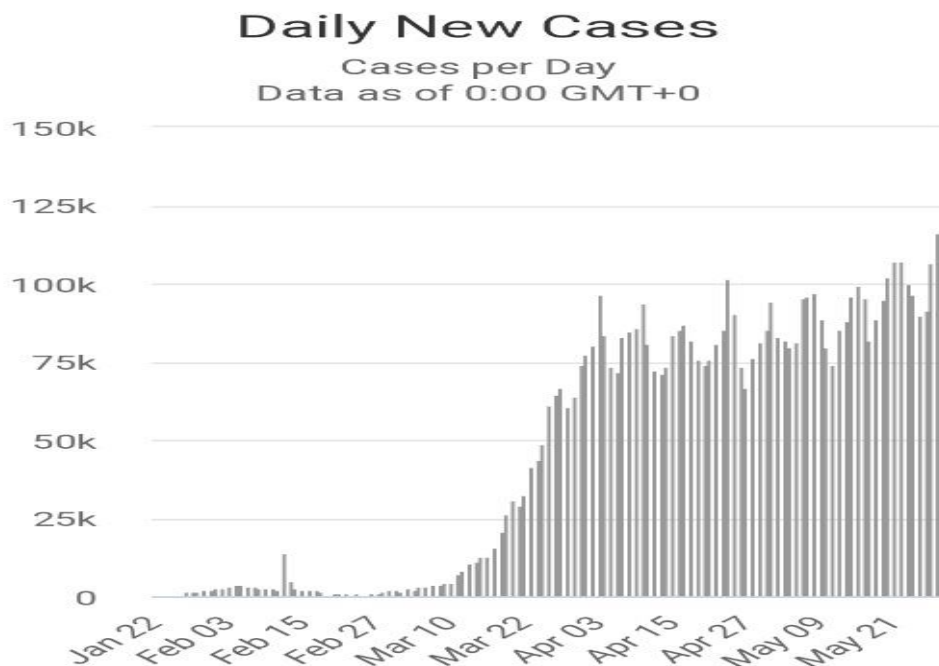
Every city in the country was locked down and Medical facilities seemed to be incompetent in the front of this disastrous disease which appeared first time ever. The eruption was declared a Public Health Emergency of International concern by WHO (30 January 2020).

WHO (11th February 2020), watching the seriousness and the cases of fatal attacks of the virus made it a serious global health associated issue throughout the world and thereby came a need for the nomenclature and hence it announced a name for

the new corona virus disease as COVID-19. Every Country is off course terrified from the epidemic of COVID-19 as till date there are no such major findings in the field of healthcare that can surely serve as the inhibitor to the virus or even a possible remedy for temporary relief of the patients that tend to feel immense discomfort if they are suffering from it, incapable to save their citizens from death and even still unable to stop the spread in anyway. Worldwide, the corona infected cases are 56,41,296 till 26th May 2020 (worldometer.com). Given below is the tally of possible new cases that worldwide that are emerging.

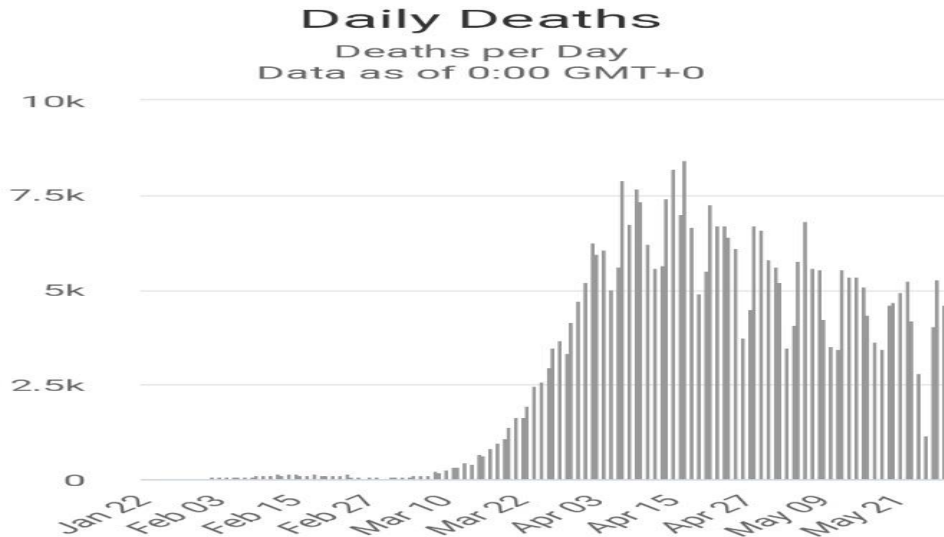
The graph given below is taken up from worldometer.com:

- The vertical axis has the numbers of cases in figure of thousands
- The horizontal axis depicts the dates upon which the figures are taken



The total number of fatalities throughout the world are 3,49,714 according to the worldmeter.com (26th May,2020) which is indeed a number as it has killed so many people in such a short span of time. The graph given below is taken up from worldometer.com:

- The vertical axis has the numbers of deaths in figure of thousands.
- The horizontal axis depicts the dates upon which the figures or the death

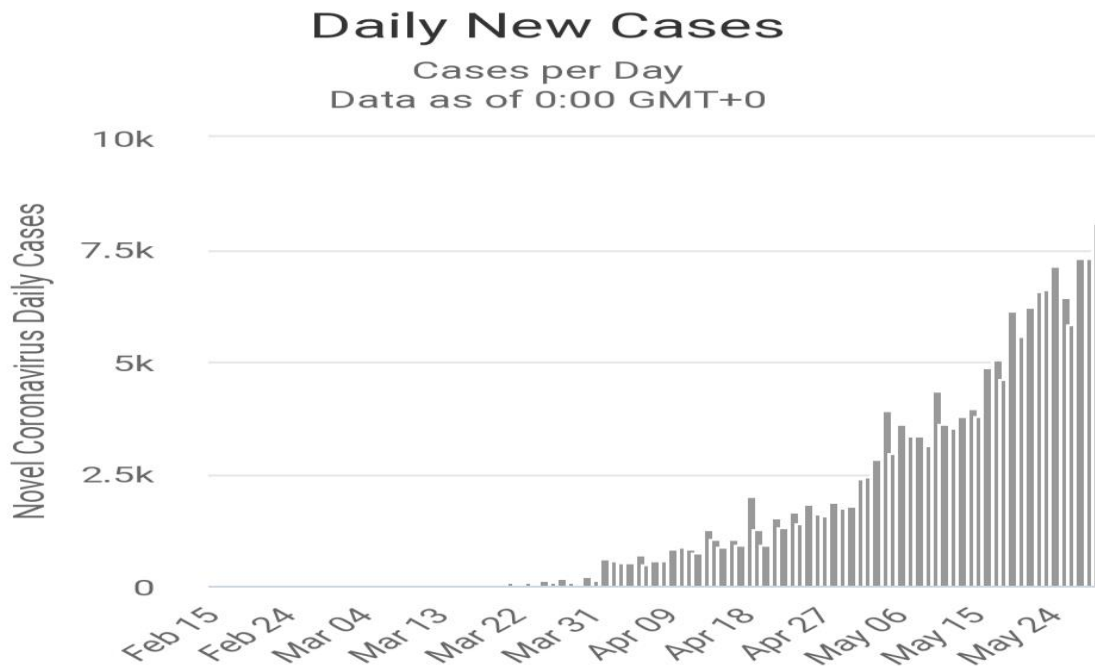


count are taken.

“India could have witnessed a hike upto 8.2 lacks of total COVID-19 cases by April 15th if there was no lockdown, containment steps" Health Ministry (India TV). This itself shows the seriousness of the issue as the problem not only set it's foot in the world but has shook the systems like government, authorities and ministries along with global economy.

As per the figures in the most trusted tally of Corona throughout the world that is Worldometer.com, the total cases that can be marked on the 30th of May 2020 in India is 171,020, again an alarming figure for a country of almost 1.4 billion as the chances of spread are high as many places in India are densely populated. Be it the cities or the slums, red zones or containment zones are almost every state in India. The graph given below is taken up from worldometer.com:

- The vertical axis has the numbers of cases in figure of thousands



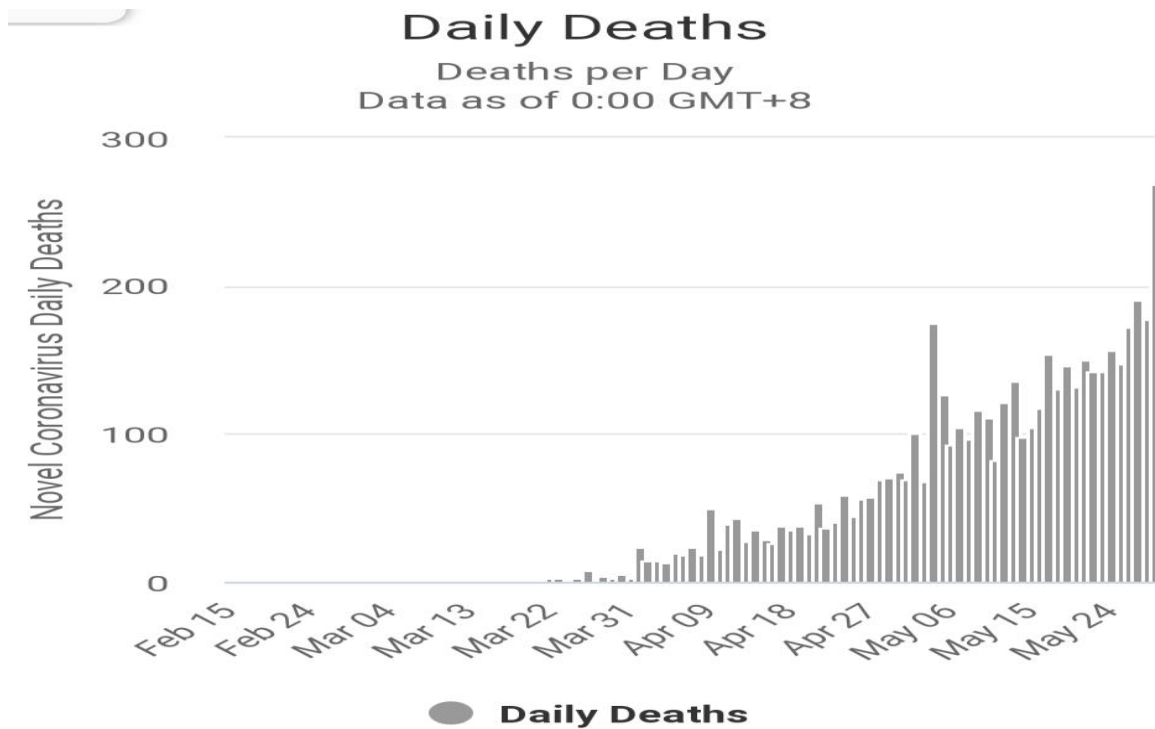
- The horizontal axis depicts the dates upon which the figures are taken.

The information by worldometer.com also stated the number of deaths in India is 4,981 as on 30th May 2020 with about 82,726 people recovered. The recovery rate is however good but the daily record of upcoming cases is breaking on daily basis and has initiated a terror wave amongst the masses. It was marked that on 29th of May there were about almost 11 thousand recoveries which is however a ray of hope for the people.(Medtalks.com)

The graph given below is taken up from worldometer.com:

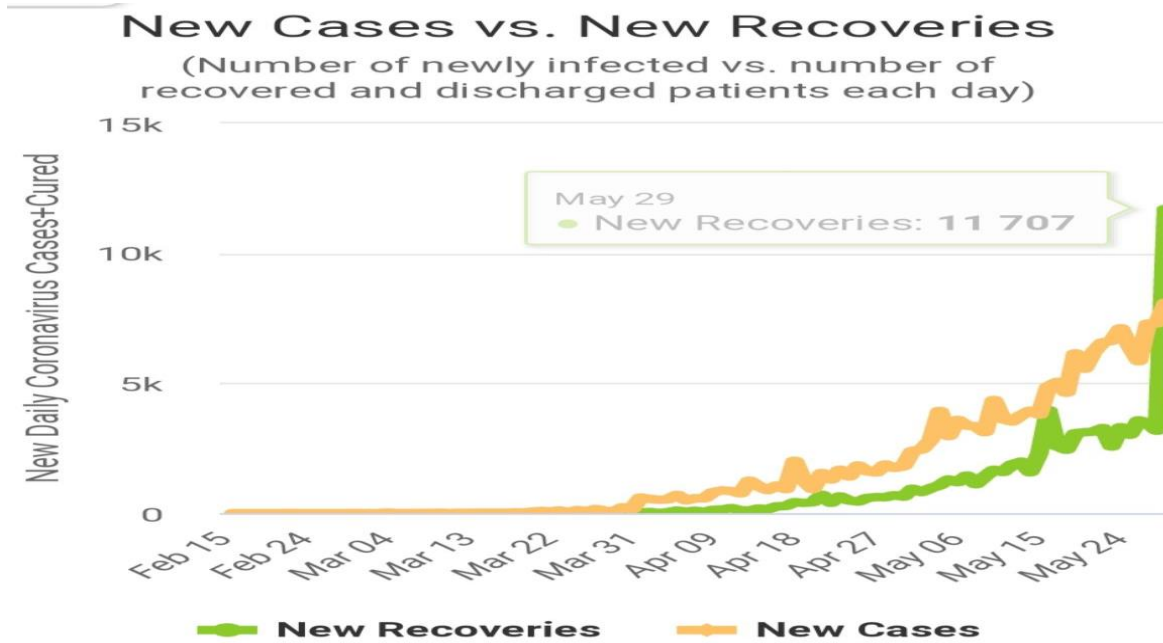
- The vertical axis has the numbers of cases in figure of hundreds

- The horizontal axis depicts the dates upon which the figures are taken.



The linear graph given below is taken from worldometer which shows the relationship between the recoveries and those who are infected:

- The Green line shows the linear graph for those who have recovered from the disease.
- The Orange line shows the linear graph for those who are newly infected.
- The relation between both the lines are established by differentiating the variance upon the same day.



“The United States of America has reported 20,000 coronavirus deaths, more than any other country” (CNN, 12th April). Isn’t it more agonizing to accept the fact that the world’s biggest superpower who has technology as well as resources to face almost any major issue that may arise, is incapable to save it’s people and is turning into a graveyard. As a matter of fact, it is one of the fastest spreading pandemic that has uncertainties in various aspects such as variance in the incubation period, symptoms that has varied overtime and also some cases that are although affected but do not show much symptoms in the one who’s infected.

“Over 1.7 million infections are confirmed in at least 185 countries and territories ” according to the reports of a news channel cum online blogging website(aljazeera.com). It depicts that the reign that Covid-19 has covered is not less than the whole world as major or small, almost all the countries are affected because of the pandemic and not only has it hindered the regulation of trade and economy but has affected the other day to day routines, human dependent life forms like stray animals, tourism, education.

“The number of cases of the novel corona virus across the globe crossed 1 million-mark as the global death toll rose over 45000. In India Number of cases climbed to 2,306 and the death toll to 56” (Times of India, 3rd April 2020) was a news but if we compare it with the condition in just a month and a half it has crossed the line of 1lacs cases with about 3 thousand deaths, this itself shows the rate of spread and the seriousness of the issue, but due to tarnishing of the economy it has become important to partially open the lockdown and infact accept that we may have to live with the pandemic in future or until the time a potential vaccine which is not only beneficial but also economical as it needs to be made available to the masses.

Arab News (10th March 2020) publishes that “Oil price slump, virus spark market meltdown” which itself is indeed a matter of big concern as the gulf countries who are the leading exporters of oil worldwide have shown disquietude upon the falling prices of oil due to the lack of demand, the lack of demand determines the lack of buyers and hence the amount of trade is impeded globally.

Governments seems bewildered to take much of decisions except prohibiting people to make social gathering. “Government has announced 21 days lockdown in India for the protection of citizens” (Times of India, 24th March 2020) which was the first phase of Lockdown with The economies facing high unemployment due to the lockdown, it would add supply-side stress, accelerating the slowdown further and jeopardising the economic growth, stability and well-being of millions (Business Today, 27th March 2020).

Phase one started on 25th of March 2020 to 14 April 2020 that is for a span of 21 days by the honourable Prime Minister on a sudden notice on 24th of March which was followed by Second Phase of lockdown as no major evidence of any cessation prone results were found; it started on 15th of April 2020 and was declared to end on 3 May 2020 for duration of 19 days. Further, in the Third phase, the zonal divisions were done so as to lay down the regulatory rules that

one shall not abide while bring in the zone that their city is classified into. The zones were red zone were the most affected places marking daily cases, orange zone were the places that have some existing cases but did not had any new cases in some time and green zones were those which we're almost out of the circumference of danger. The permissions of lockdown, the traveling and other services as well as partial opening of factories were marked. This phase started on 4th of May 2020 which lasted for 14 days on 17th of May 2020. Still there is no such advancement in administrative or healthcare fields to lay a solid yet applicable idea hence a need for another lockdown was needed, however, this lockdown seems somewhat like a message to get habitual of the ongoing scenario, Phase four started on 18th of May 2020 which may end on 31st of May 2020 with less chances of extension due to the limp prudence.

However, WHO President has praised Indian Prime Minister's Decision to 21 days lockdown in India initially for his step to end Corona but the thrive of corona is really difficult to stop till now. Many people are dying and consistently suffering in all counties of the world.

Mr. Ramanan Laxminarayan, Director of The Centre for Disease Dynamics, Economics & Policy, and University of Washington said, "if India's health system is unprepared; we could be looking at 2 to 2.5 million infected people" (India Today, 21st March2020). The pace is indeed slower than the other countries due to joint efforts of healthcare experts, police employees and those who are lending a helping hand in the way of offering hospitality in various forms or by being volunteers but still the number thing is rapidly approaching towards the figures given by many experts.

A total of 1,002,159 COVID-19 cases have been reported across more than 175 countries and territories with 51,485 deaths reported so far, according to Johns Hopkins University data as on 3rd April.(WHO, 3rd April) by now the numbers

are multiplied into 5X in just a span of 2 months and touched the astounding figure of 5,905,415 that is almost 6 millions. (Worldometer.info)

“International tourist arrivals could fall by 20-30%, 5-7 years’ worth of growth will be lost” (UNWTO, 30th March). As it is mentioned that tourism constitutes a huge percentage in the share of global economy, it will pace up in rather steady pace which it would have been if there was no outbreak or emergence of Covid-19 worldwide. This will not only affect the Travelling sectors like Airways, Waterways, Railways or Roadways but on a broader scale it will be disheartening to the hotels, lodges, restaurants, bars, other food offering places, souvenir sellers, kiosks, owners of small scale or midscale businesses that are dependent upon those tourists who come from abroad or other states.

“Italy struggles to bury its dead, army is assisting funeral workers” (gulfnews.com, 24th March). Not only this statement is daunting but also is a reality check upon how the world’s leading countries and those which are the highly efficient in the medical realm being suffocated by the tight grip of Covid-19 that is rapidly tightening up and is on a killing spree.

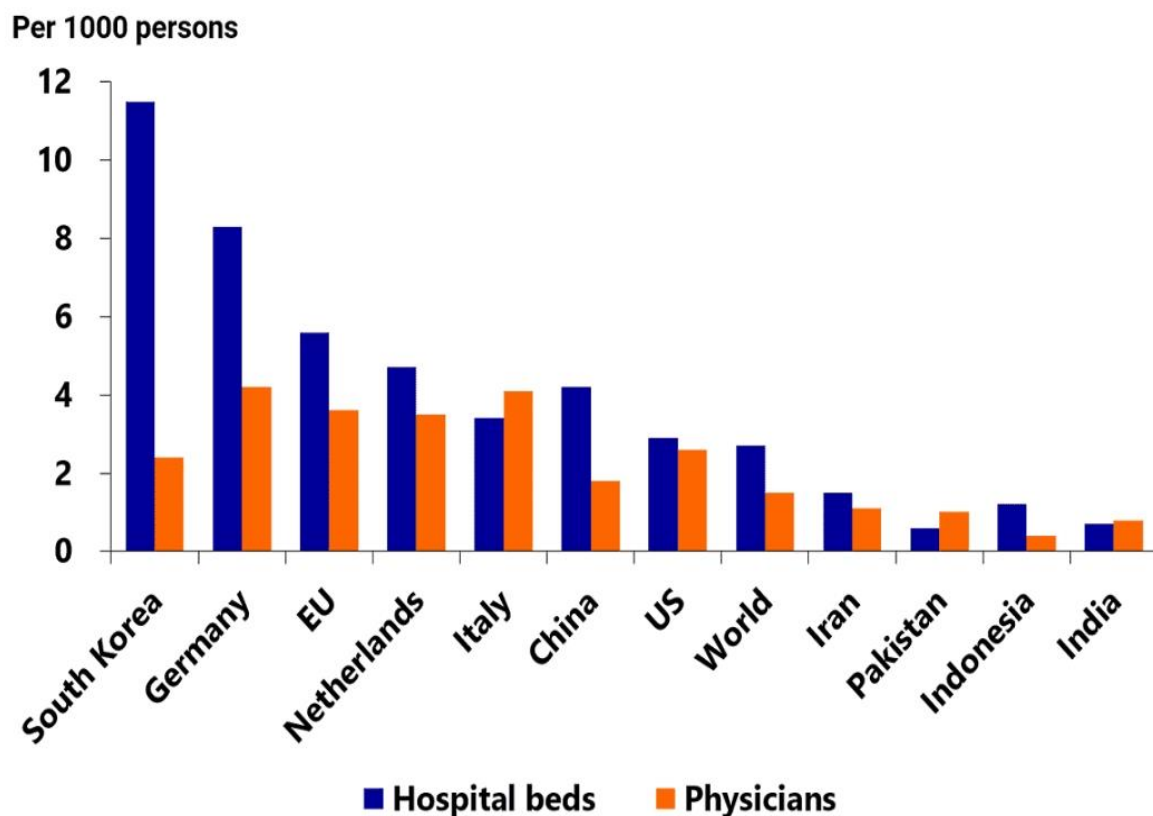
“Spain has the world’s second-highest death toll after Italy, with the virus so far claiming 10,003 lives (as on 2nd April), although the rate of new infections and deaths continued its downward trend,” the health ministry figures showed (hindustantimes.com, 2nd April). Spain again being one of the places that are efficient enough to combat any illness but Covid-19.

The United States of America is reporting 20,000 coronavirus deaths, more than any other country (CNN,12th April). America, being the biggest superpower of the world was humiliated by the Covid-19, it’s although tough as whom to asseverate upon the situation as there was no lockdown by the government or any sort of decision by the President Donald Trump even after being warned by the WHO about the issue and the importance of lockdown was neither made or upon

the citizens of the nation as they being aware about the severity of the situation didn't took the measures themselves. It's really hard to lay allegation on anyone's shoulder but the one who suffered was the human race and hence it is saddening.

Brazilian.report (29th May 2020) stated that Brazil has also came upon the 5th position with a death toll of 27,878 deaths due to the Corona virus with about 4

Healthcare Is Less Abundant In India Compared To Global Average



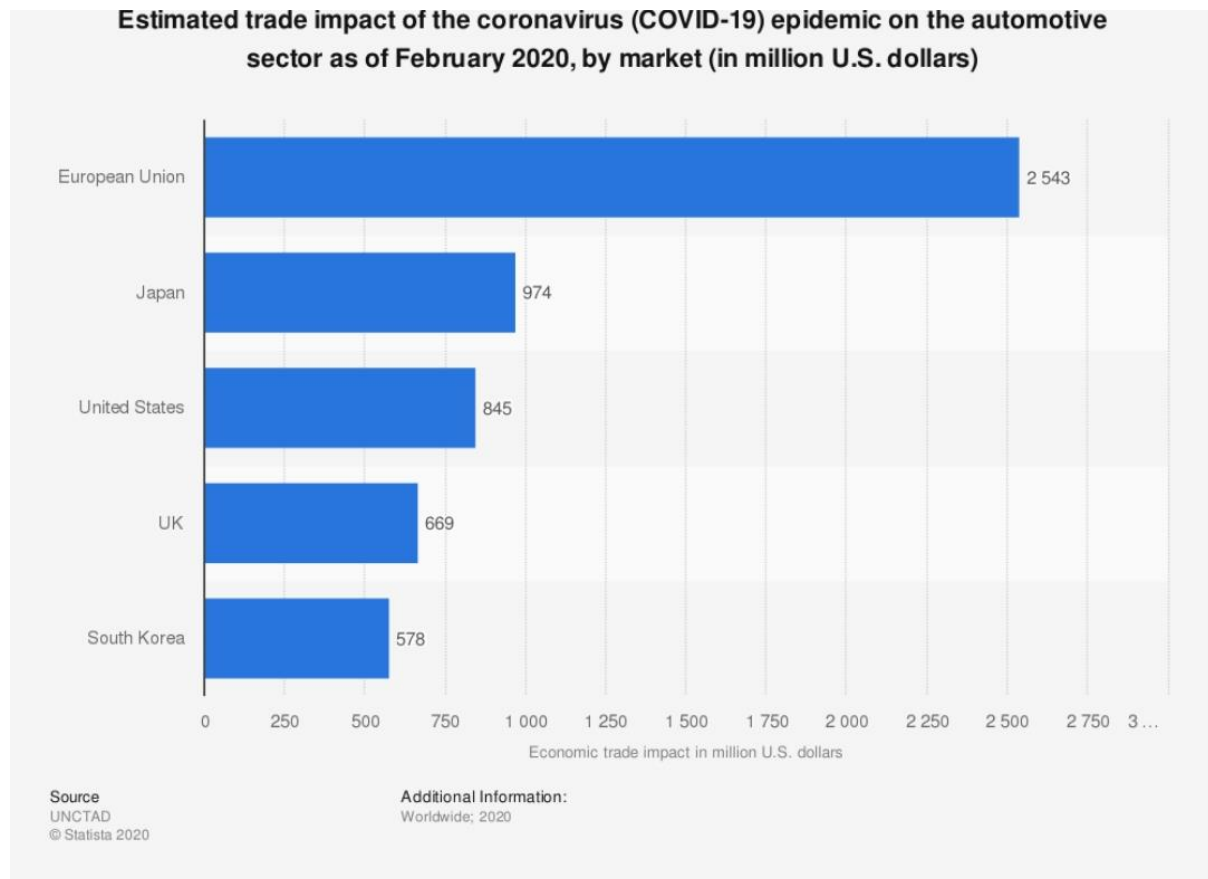
Source: World Bank

Bloomberg | Quint

digit figure deaths from past 4 days.

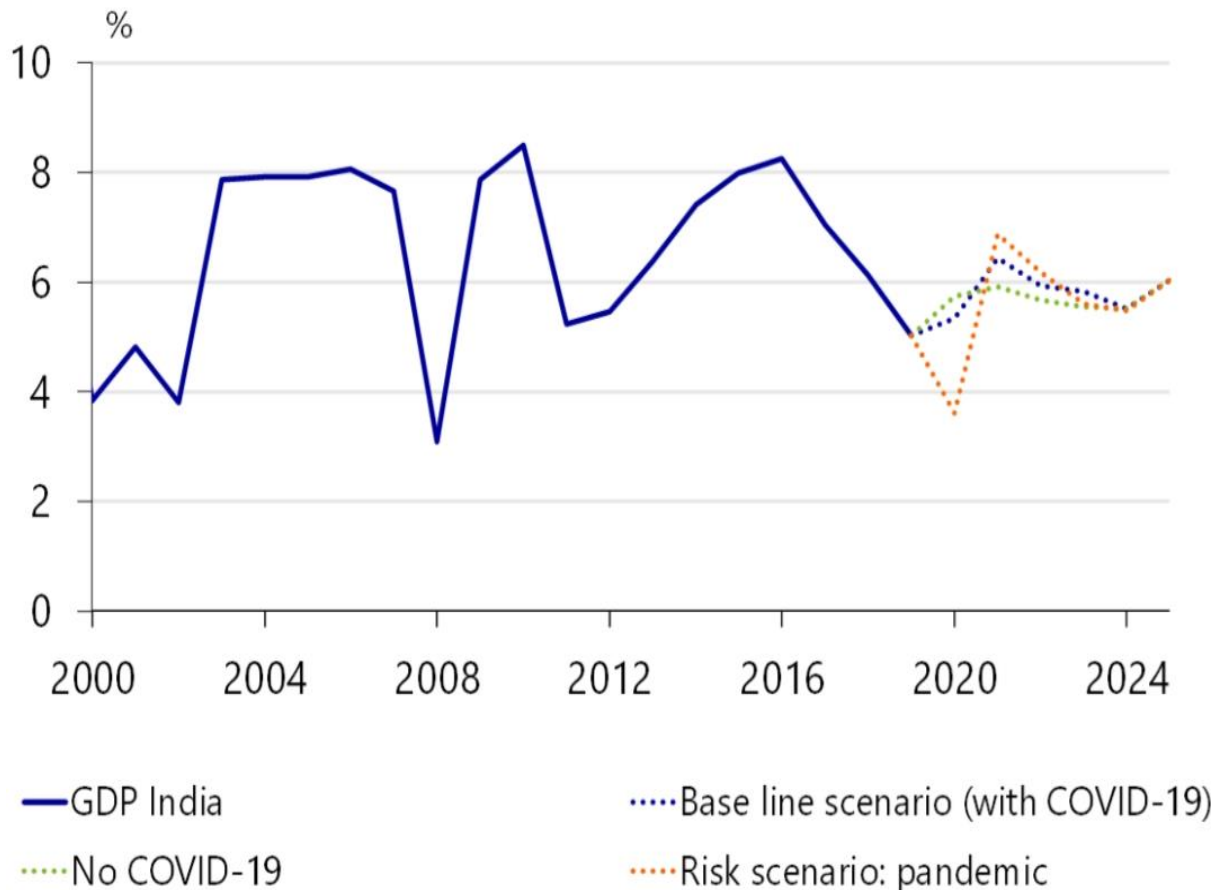
The above graphical representation show the ratio of Hospital beds with respect to the number of physicians that are there in these countries. The balance between

the two of the aspects is highly necessary in the ongoing situation as more the number of beds in hospitals and more physicians (doctors) in the country, more the chances of speedy, accurate and apt treatment provided to the masses within the country. In the given graph, the number portrayed are given in per thousand persons. South Korea is having the highest number of beds in the graph however it's count of physicians is lower as compared to beds. Germany and Italy are the countries however doesn't have as much beds as the South Korea has but the number of physicians in the country per 1000 people is the best as compared to other countries. Coming to our country, India, it has a considerably low amount of both the number of beds in hospital as well as physicians which is quite horrifying due to the fact of how densely populated India is and the rapidly doubling cases in the country as it is on the 3rd country with highest number of cases amongst the world.(Bloomberg, Quint)



The above graphical representation is given by UNCTAD Statista, who have mentioned the estimated trade impact of the Corona virus (COVID-19) epidemic on the automotive sector as on February 2020, by market (in million U.S. Dollars).

As we know that the automotive and automobile are one of the biggest pillars who have taken the weight of global economy upon them, it's very worrying to see the affect on one of the biggest industries worldwide being estimated to be affected so badly in the coming time. European Union is estimated to be the



worst sufferer in the automotive industry in the coming span of time followed by Japan and United States which are going to be in great economic loss in the coming time.

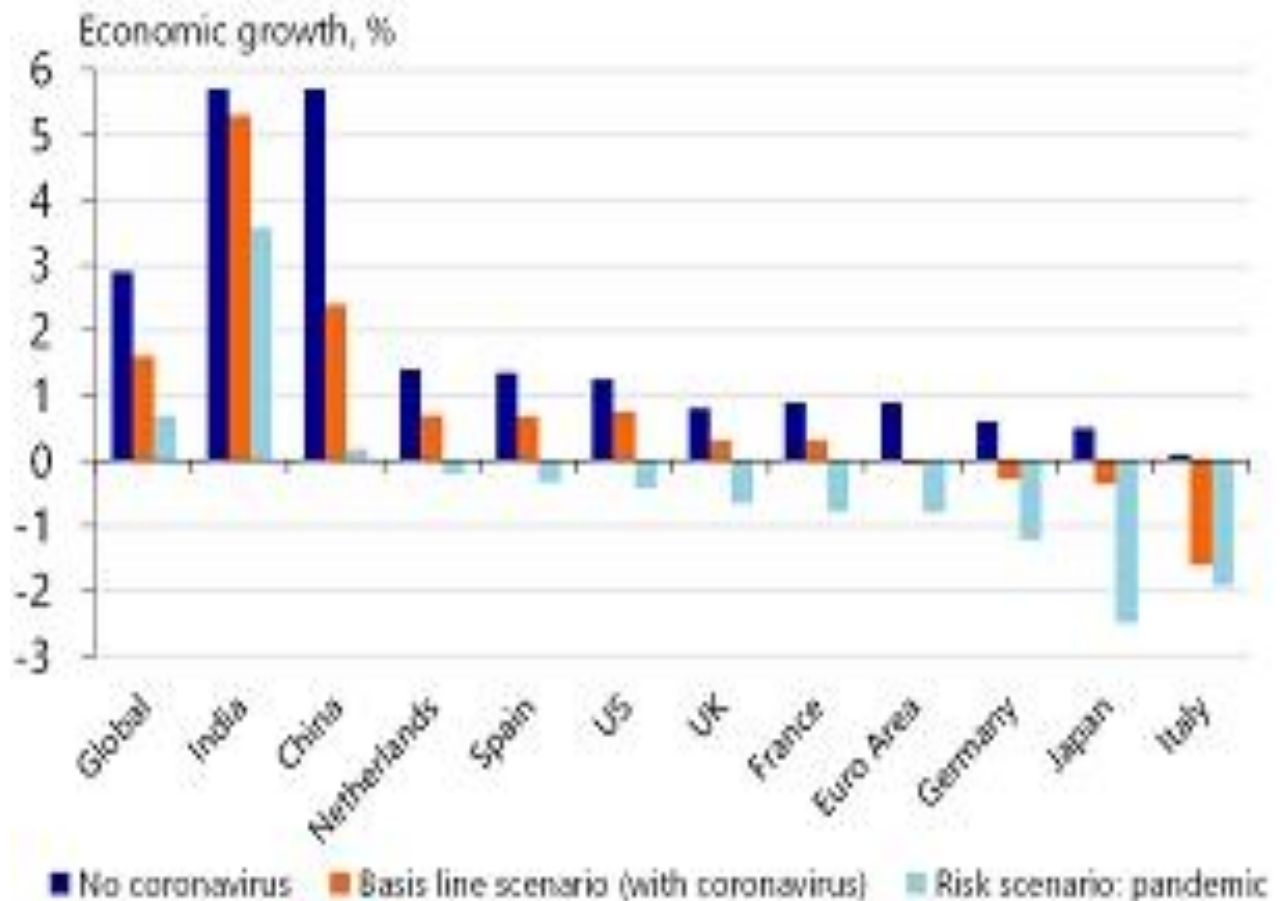
According to economics.rabobank, the above graph shows the graphical representation of how the GDP in India has worked in the past and what change is going to come in the upcoming years due to the impact of the Corona Virus. The graph has the relationship between 4 aspects:

Actual GDP

GDP if there was no Covid-19

GDP base line scenario with Covid-19

GDP in risk scenario: pandemic



The above graphical representation by economics.robobank, shows the level or the percentage of economic growth in various countries and also at the global level. The representation is done in a way that it emphasises upon forecasting taking in mind the 3 major what ifs in the current situation.

No Corona Virus

Basis Line Scenario (With Corona Virus)

Risk Scenario

While some countries, however seen a huge depletion but the luckily India atleast doesn't have the totally negative growth possibility as seen in the case of other countries such as Japan, Italy.

Still it can be concluded from this graph that the major countries are experiencing and are possibly going to experience huge loss in the economic growth in the upcoming years.

This paper uses Artificial Neural Network (ANN) model to predict the impact of the epidemic outbreak COVID-19 on India's foreign tourists' arrival. Further, we predict the loss of Foreign Exchange Earnings (FEE) considering the exchange rate and tourists' number. We use monthly data of foreign tourists' arrival from different countries to India from 30th April 1989 to 31st March 2020 (369 months). The data are obtained from the Centre for Monitoring Indian Economy (economicoutlook, [2020](#)). Moreover, to analyse the impact of inbound tourism on the economy, the monthly foreign exchange earnings from tourism are collected from January 1993 to March 2020.

Identification of data pattern

It is important to examine the pattern of the data series before implementing any prediction model. Hence, we perform different unit root test for stationary check such as Augmented Dickey-Fuller (ADF), Kwiatkowski-Phillips-Schmidt-Shin (KPSS) and Phillips-Perron (PP), at 5% significance level, to analyse the pattern of foreign tourist arrival in India. In ADF test and PP test, $H = 1$ indicates rejection of the unit-root null in favour of the alternative model i.e. there is sufficient evidence that data is trend stationary, and $H = 0$ indicates fail to reject the unit-root null i.e. no sufficient evidence that data is trend stationary. KPSS test can check for stationary in the presence of a deterministic trend. KPSS test is an inverse of the ADF and PP test, and it reverses the null and alternate hypotheses. If $H = 1$, it indicates that rejection of the trend-stationary null in favour of the unit root alternative, whereas $H = 0$ indicates failure to reject the trend-stationary null.

Practically, the interpretation of p -value in ADF/PP test and KPSS test is just the opposite of each other. If the p -value is less than the significance level, then the series is non-stationary, whereas, in ADF and PP test/ADF test, it is the opposite of KPSS test. Table 1 shows a summary of the unit root test. From the table, it is observed that, for ADF and PP test, $H = 0$ and p -value > 0.05 indicate that the pattern of foreign tourists' arrival to India is non-stationary. Similarly, from KPSS test, we reject the null hypothesis and conclude that data series is non-stationary.

The statistical test described above shows that the foreign tourists' arrival data series is non-stationary. The time series plot of the arrival of foreign tourists is shown in [Figure 1](#). From the figure, the existence of growth trends and seasonality can be observed. In the autocorrelation function (ACF) plot ([Figure 2](#)), the autocorrelation coefficient (rk)(rk) value displayed for 48-lag period is positive, signifies that number of foreign tourist arrival data series is non-stationary. The seasonality pattern in ACF plot, i.e. April to September, is declined in arrival rate. Whereas October to March, can be observed as 'high season'.

Figure 1. Time series plot for the arrival of number of foreign tourists.

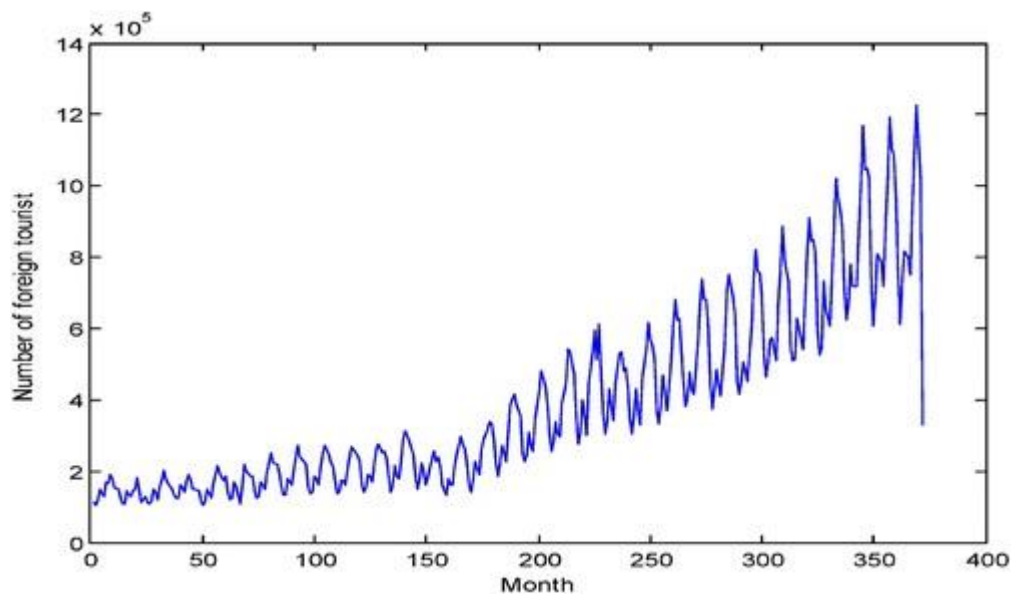
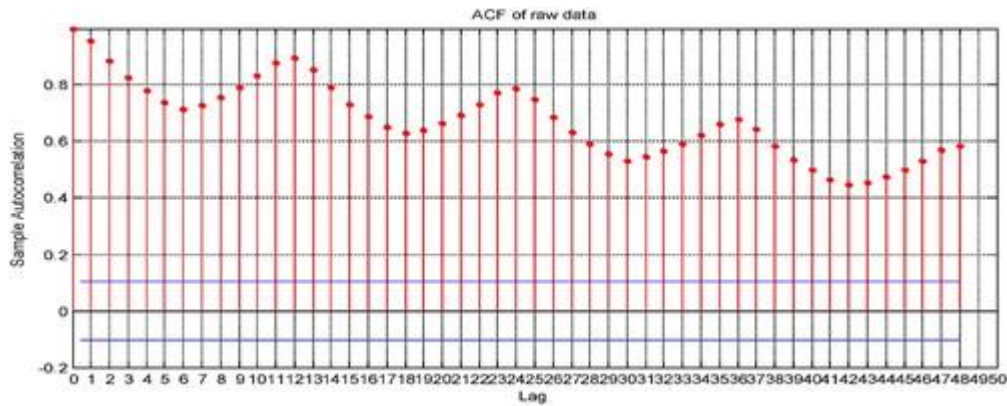


Figure 2. Autocorrelation function plot for the number of tourists arrived.



Hospitality: The Game Changer

Derrida (1997) stated Hospitality is traditionally defined as a worldwide human virtue. The statement emphasises upon the actual gist of hospitality that is to provide whatever we could to the person in need, may it be food, shelter, resources or any other sort of requirements without the concern of monetary value of the help done or the things provided. It's a moral value or an emotional aspect which is turned into commercial aspect so as to earn money/ initially goods or ration. However, as it is said that the real hospitality is still the ancient hospitality not the commercial one as Atithi was considered God in actual means.

Covid-199 is although a huge challenge to resolve or cope up with but on the other side People are willing to “band together separately” which is again a self contradictory statement but yes, in this Pandemic people are coming together without being physically together so as to help and serve each other without keeping expectation or any interest, suggest, care, being empathetic, generous, listening, entertaining, encouraging and appreciating each other, which is nothing but the true sense of hospitality being actualized into the picture.

Good things happening right now during the Coronavirus Pandemic (Bowen, 25th March).

Every Country's Government irrespective of their resources and economy is trying to facilitate their citizens through depositing amount for farmers, Below Poverty Line Families, Workers, poor senior citizens, widows, Disable people, Women Below Poverty Line and even for the middle class or upper class division of the public by providing the best possible medical facilities at the moment to stop the spread and end the chain of the virus and let it subside by any means.

New York Government has joined the moment lead by 'United Sikhs' to prepare food for medical teams which is not only a symbolic representation of humanity as people from all the religion are coming up with their own ways of 'Seva' which means 'to serve' and working days and nights just to save the people who they don't even know, which is indeed a sign of positivity in the world full of diminishing hopes.

Atif Hashmi said that "OYO has kept the promise of Atithi Devo Bhava Intact" as they have joined arms with 15 plus embassies in order to help and accommodate the people from other countries that are stranded here at the moment due to sudden hindrance in the flight itineraries and ban on travelling in the lockdown. This is not only providing hospitality at the best but also a matter of national pride and embracing the culture of ancient moral values that still exist (3rd April 2020).

Atif Hashmi (20th April 2020) While there are cases of doctors being treated badly by the neighbors and their society and being accused of being the possible carriers of the virus into their space, OYO has started a new campaign of providing free of cost rooms for the stay of hospital staff like doctors, nurses or others that are doing their best. This is OYO's way of saying thank you to them as they are not only helping others but are keeping step stakes of loosing their lives on high stakes.

Rohit Kapoor, CEO of OYO Hostels and Homes India SA has said that, “Oyo Rooms has also come up with Campaigns like ‘Donate A Night’ and ‘Book A Night For Self Isolation’. Donate a night is a fund raising campaign through which people can donate for the stays of the other needy people who are unable to pay basic amounts for stays and services while traveling or migrating to their homes or even for their quarantine span purpose and book a night for self is a campaign in which people can quarantine themselves in the Oyo hotel rooms so as to keep their families safe. The rooms that OYO rooms provide are well sanitized, the services provided are secure and contact free along with other facilities of wifi, AC rooms, all meals and much more under a minimal price or almost non profit type. [Atif Hashmi (6th April 2020)]

According to The Hindu Business Line, (thehindubusinessline.com) FRHAI has offered about 45000 hotel rooms voluntarily to the government so as to help in the quarantine process (4th April 2020) and food packets have been provided across the country by different chains such as The Lalit, ITC Hotel, Lemon Tree, Oyo Rooms, Radisson Group, Intercontinental Hotel Group (IHG), Universities for combating COVID-19. Condé Nest (cntraveller.com), has written specifically about the Oberoi’s group of hotels who were daily packing foods in various cities of their establishment and we’re sending it for the proper distribution to the poor and stranded people. (6th April 2020).

Sanitizing Rooms have been developed for Police and Army & Medical Teams at various checkpoints and toll points so as to ensure that the person who is leading into a city is checked well before entering and his or her vehicle as well as belongings are sanitized so that if there is any chance of contact with the virus then it may get inactive due to the sanitizer's affect. The temperatures are well checked on the checkpoints by the police, then if found that the person has symptoms, he or she is either sent to the nearby hospital in severe cases and

quarantine mark on hand with permanent ink is applied on hand in the cases with low symptoms.

People who are unable to help directly are serving by contributing in monetary funds and Prime minister relief funds so that their money can be used to help the needy people.

According to inc42.com, Reliance has provided free Jio fiber 4g data to the hospitals and is providing double the amount of data in the same cost so as to facilitate the work from home jobs which are highly dependent upon the Internet data nowadays.

FIFA has launched Campaign for keeping precautions for COVID-19. FIFA being one of the most famous global worldcup for the game of football and has the largest fan base in the world, hence spreading the message with the help of those players that people idolize or follow is indeed a good step to channelize most of the people towards hygiene and safety which is must during this pandemic.

Apeejay Surrendra Park Hotels Managing Director Vijay Dhavan said that “An initiative by the Park group of hotels named as #THEParkheartofhope has started in which the Park hotels are providing services to their neighbouring area residents. These services include the delivery or demand of food, grocery, medical or any other sort of help to the citizens especially senior citizens. The way to approach can be by calls to the hotel and the hotel staff will be helping the people”, Economicstimes.com (8thApril 2020).

Hotels have given their vehicles to the hospitals so that they can be used in the transportation of patients as the cases that are arising are in huge numbers and catering the needs by the existing ambulances is way more tougher.

As the number of confirmed COVID-19 coronavirus cases continues to rise, exceeding numbers frequently, something else is starting to happen around the

world-entrepreneurs, businesses and multimillionaire philanthropists are pledging their support in their own ways. Everyone is coming up with their own ideas which is not only strengthening the sunken economy but also coming up as the adaptation to the existing issues which is currently the only solution to deal with the issue as there's still no fixed or solid cure to the disease. (World Economic Forum).

Indian automobile majors Maruti Suzuki and Mahindra are gearing up to produce ventilators to help the government fight against the Coronavirus pandemic in India (Business Today, 26th March). In a world where the big companies are only gearing up to deal with their depleting economical stature.

Maple Street Biscuits NYC is bringing biscuits to give away to people so that amidst the state of high uncertainty, people must not die out of hunger and thirst as the unemployment has brought so much of poverty that it can't even be brought back to normal in upcoming several years so atleast by providing some biscuits to the population is although like needle in the haystack still to some extent can lend up some amount of ease to the masses. Phoenix Roasters are bringing coffee and lemonade that may quench up thirst and provide energy to resist any sort of weakness which may lead to less immunity ahead, also this initiative can bring about change as dehydration is also a factor that can lead up to health issues in many and thereby shaking up the immune system of the person , U-Haul on the other hand is giving a completely different yet important aid to the students by giving away free storage space for displaced college students who are moving back to their home and can't carry heavy luggage at their places and thereby helping the students in mitigating the travelling issues that are arising already due to the distancing and still travelling(romper.com).

CNN reported that college students are like shopping angels who provide free delivery of groceries for those who need it in many countries as whenever they go out to fetch up anything for themselves, they bring the essentials for those as well

who are in need amongst the neighborhood which is again a big example of selfless help that they are providing that is a kind of hospitality in many ways.

In Columbus, El Rodeo restaurant is giving 50 free lunches per day for kids in Ohio's free or reduced lunch program which indeed is a small help to some but such initiatives by other people can not only help to eradicate the ill effects of the scenario but also bring about a change by showcasing the level of increased humanity by the means of hospitality.

The famous Hollywood stars Ryan Reynolds & Blake Lively are Donating \$1 Million to American and Canada Food Banks for the fulfillment of the increased food means that are required in order to suppress the burden on the NGOs that are daily providing food to those who are in need and thereby be a Messiah in the bad times and the section of economic depletion (romper.com).

A Distance runner, CC Rowe of Austin, who has been a part of many marathons and cross country runs from Texas started using her time on-foot to deliver goods to her neighbours just as a mark of humanity and her goal to somehow contribute in the existing pandemic which in future is going to inspire many more volunteers who can come up to do the same and provide the world with their selfless hospitality through different means and services.(KUT Radio Reports).

The ABS News reported, “Kevin Love, Giannis Antetokounmpo, and Zion Williamson are who are helping to pay the wages of furloughed arena employees who lost income due to the NBA games suspension” . The middle class section who are relying upon the services that they offer in various companies, Multi National Companies, IT companies and also Sports based association are getting what they deserve with the help of such Messiahs because it's quite visible that the upper tier of the society is well off to somehow live and survive in this Pandemic but for those who were working in the above mentioned sectors have

sunken in debt and need more such initiatives by people so as to get their living going normally as it used to be.

In Scotland, two local heroes Asiyah and Javed has been giving out free masks and cleaning supplies to elderly customers. It's evident that many people are coming up with the idea to distribute the food and other supplies, however these are way too important to survive but it's a harsh reality that the people were not even getting basic medical supplies which is the most important thing in these days. This thing was done by the two and also seen by many people in various parts of the world and encouraged millions across the world to carry on the same thing to save the mankind, *noted* (The Independent-News Paper).

The distillery is giving away hand sanitizer made with high-grade alcohol (with enough proof to kill germs) which is again one of the must haves that are mandatory to sustain in the world these days.

WCHS-TV reported that Donovan Mitchell of the Utah Jazz will be subsidizing as many as to Utah students in need. Students are one of the most affected section in the Pandemic, may it be the loss of studies due to the inability to be present in classes or submission of assignments online which is not possible for everybody these days due to the lack of resources and the conduct of examination online, a small help is highly appreciable and this kind of subsidies are a boon to the families of student which are already economically wrecked.

“Uber is committed to delivering to healthcare workers working on the front lines to battle the Coronavirus”. The healthcare people are facing the most of problems such as inability to buy goods and items for their families due to long shift hours, security hindrance as they stay in contact with the patients throughout. Therefore, such support by the Uber to the healthcare warriors by providing them free delivery options can boost up their morale and keep them motivated for the further fight that's unfinished with the Virus, reported CNBC (REF).

“Compassion for the homeless thanks to the pandemic”. This sentence has a deep meaning adhering to it, before the pandemic, the people were living their lives without having an idea of what others are upto and what they’re facing in their lives, neither they had time to ponder upon such things nor anyone wished to think much but as the pandemic stroked, people had a time to think upon what’s going on in the surrounding world. People were now watching the poor face the issues and the soft corners in their heart melted by seeing the pitiful condition of the sufferers which somehow triggered many to wake up and do something for those who need it (The Guardian).

People are serving through providing food packets and food grocery items as well as associations are coming up with ideas to spread awareness amongst the society to wear masks and keep the highest of the possible measures that are needed to be acquired during day to day life as of now due to the prevailing conditions:

According to *The Indian Express*, (May19, 2020). Given below are some instances in the India that shows how the people have contributed to the ongoing calamity which is a selfless act of helping others in a way or other. The ways to help can differ depending upon the needs of the society but the sole winner in the context is the Ancient Hospitality which is leaping up it’s footfall again after years.

It was marked that the reporters group had a message by *Miriam Koshy (an artist based in Dona Paula)* that “ Workers from Madhya Pradesh have no availability of the food and the basic resources and necessary products. When they stepped out to beg or buy food, they were beaten mercilessly by the police,”. This happened as the five days into the lockdown got over and all of Goa was struggling badly. But those who were worst hit were inter state workers and labourers , which we’re residing into the state in small groups and clusters, who were out of radar of the government throughout the time, and have been neglected and boycotted by their employers. Hereby, in the case, Koshy moved

out to the society with some packages of dry rations and essentials as much as she could have done in a mere span of few hours. As the message became viral within the city, the number of people that were appearing for help grew drastically and without the second thought of themselves having possible chances of getting infected, the call for help became a deluge. Since that time, Koshy and her team that consisted of volunteers from distinct professions such as data scientists and researchers, architects, interior designers, and artists have been raising funds for financial help, providing them packed food and taking them to the labour colonies across North Goa. Till May 18th 2020, they were able to provide 12,687 dry ration packages for 4,000 daily wages laborers.

The lockdown which is currently in action to bring the scenario of COVID-19 to an end has led to a surplus humanitarian crisis which the states are finding hard to cope up with. As the workers that are stuck and stranded at places and are in a pitiful situation depicting vulnerability as their families run out of food, cash and patience, hereby, citizen volunteered initiatives, coming out of living rooms and their comfort zone, mapping out the needy via WhatsApp group chats and Google spreadsheets, have made wonders turn into reality in this wide breach. Volunteers and teammates of civil society organization have dedicated their hours listening to people in distress, Production of food for over 100 people saily in their small home kitchens and also pressurizing the government authorities to provide the at relief as per the moment when they were failing to do so. According to a report registered with the Supreme Court in the month of April, the center had submitted, it was evident that NGOs throughout the country had succeeded to produce and provide food to about 30.11 lakhs people during the first phase of lockdown in many states, they were the people who were doing the selfless job and were way ahead of the government in providing this relief to a huge population.

Due to the urge of needless moments by people, many suffered due to the plight of others to stepping out. In the case of *Karthikeyan KN who's age is 34, a resident of Bandra* came to know of construction workers and labourers who were migrants from Bihar which we're heard of "eating raw flour mixed with water and basic masalas in Kherwadi area of Bandra" he took the help of digital means and social media to raise funds for the cause. Karthikeyan being the head of analytics and product management in a payment and capital solutions business raised 4 lakh rupees to facilitate supply of ration to 4 thousand adults for 2 weeks. He then jumped into field Job with Khaana Chahiye, which is again a volunteered initiative led by citizens in order to work for the society. On daily basis he steps out of his house at 10.30 am to lift up food packages and deliver them to the most affected areas such as Dharavi, Chembur, Mahul, Kurla and Govandi which are amongst the most affected areas of the slums. He also stated that "when he came to know about the actual façade of truth, he understood the real meaning of privilege" which means that when he saw the suffering and problems that the migrants were facing, he came to a conclusion that for many privilege is an idea of luxury but some are even deprived of basic needs in their lives which hurts the most.

As David Heymann, Executive Director for Communicable Diseases at the World Health Organization (WHO), notes in the following essay, the past provides a prologue for any discussion of emerging infectious diseases, whether that discussion concerns the biological origins of a potential pandemic or its social repercussions. Thus, like the workshop, these chapters begin with a look backward. Here that look is focused on ethical issues raised in both the influenza pandemic of 1918–1920 and in more recent outbreaks of emerging infectious diseases as well as on the profound influence that these ethical issues exert on pandemic planning and on international public health law.

Reflecting on key outbreaks of emerging infectious disease over the past three decades, Heymann examines what these episodes reveal about the roles and responsibilities of health workers in a pandemic, the consequences of infectious disease to global trade, the challenge of providing equitable access to health-care resources, and the balance of individual rights versus public welfare. He describes how increasing recognition of the threat posed by emerging infectious diseases led to greater international cooperation in reporting and responding to disease outbreaks, as illustrated during the first outbreak of severe acute respiratory syndrome (SARS) and as embodied by recent revisions to the International Health Regulations.

The chapter's second paper, by medical historian Howard Markel, organizes common elements in the social experience of pandemic disease into narrative frameworks, thereby providing additional insights into legal and ethical issues in pandemic mitigation. He also describes a more specific application of historical data from the influenza pandemic of 1918–1920: evaluating the effectiveness of nonpharmaceutical interventions to reduce the transmission and impact of infectious disease. While Markel's research indicates that such efforts may have contained influenza in some U.S. communities, he acknowledges that implementing similar strategies in the future would be far from straightforward, given the increased mobility of populations, as well as the influence of civil liberties on public health policy.

Heymann's and Markel's workshop presentations were complemented by remarks from D.A. Henderson of the University of Pittsburgh Medical Center, leader of the quarter-century campaign by the World Health Organization to eradicate smallpox ([Henderson, 1999](#)). He noted that several factors made smallpox a uniquely favorable target for elimination: the virus infects only humans; it is not infectious until a rash appears; it spreads primarily through face-to-face contact; those who recover from the disease have permanent immunity;

and its vaccine, which provides long-lasting protection, does not require refrigeration. Beyond these advantages, Henderson attributed the success of the smallpox eradication campaign—the first and only successful attempt to eliminate a human infectious disease from the planet—to its judicious use of available resources in host countries, its broad goals that could be achieved in multiple ways, and its support of a wide range of clinical, epidemiological, and operational research.

Henderson also explored the ethical implications of the smallpox campaign's central strategy, the vaccination of 80 percent of the world's population—which, he reported, proved a far more viable means of disease control than either quarantine or isolation. He noted that advocates of disease eradication consider immunization to be an important element of distributive justice, since the benefits of vaccination extend to all members of a community; however, eradication also raises the possibility that individual rights will be compromised if mandatory vaccination becomes necessary.

Acknowledging that top-down disease eradication programs often compete for resources with bottom-up basic health initiatives, Henderson argued that providing community-wide smallpox vaccination did serve the needs of basic health services—particularly since it provided a model for vaccinating against other important diseases. Indeed, the eradication of smallpox gave birth to an infectious-disease-management paradigm for immunization programs that, by 1990, had achieved its goal of vaccinating 80 percent of the world's children against six major diseases: tuberculosis, diphtheria, pertussis, tetanus, measles, and polio.

Pub and restaurant owners have said the Scottish government's plan to allow businesses to reduce social distancing - with adequate signage - is a "game changer".

Several said it would mean the difference between opening or not, and "wholeheartedly" welcomed the proposal.

Currently businesses must operate under a two-metre rule, but this may be reduced to 1m - with safeguards.

Customers can sit in restaurants and bars in Scotland from 15 July.

The Scottish government said it would set out guidance at the end of next week on how the industry could operate.

However, it said "for illustrative purposes and to allow businesses to start to plan" it would give some guidance in "general terms" including plans to let businesses decide to operate at less than 2m as long as they had a warning in their windows.

Tom Ponton, owner of the Oz Bar in Edinburgh's Grassmarket, said he "wholeheartedly" welcomed the idea.

He said: "This is the difference between me opening and not opening.

"It is the best news for the entertainment industry so far.

"Even at 1m we are going to have to cut the capacity but at 2m it is impossible."

Publican Billy Lowe said the plan was a 'game changer'

Billy Lowe, who owns The Black Ivy in Bruntsfield and McSorley's in Edinburgh's city centre Forrest Road, said he would put a sign up in his window straight away if the government went ahead with the plan.

He said: "We had been considering not opening because the two-metre rule wouldn't allow us to get the numbers to make it viable.

"So this news is a game changer.

"I also love the sound of the sign because then people know what they are getting when they enter and can't complain.

"I had foreseen conflict between customers with the two-metre rule but if there is a 1m sign outside in the window then that will stop all that."

Gordon and Daniela Scott own Gordon's Trattoria on Edinburgh's Royal Mile

Daniela Scott, who runs her father's Italian restaurant Gordon's Trattoria on Edinburgh's Royal Mile said she was very relieved the government was now considering the one metre rule.

She said: "This is a game changer in the restaurant trade and makes me feel like we have a bit more of a chance of survival.

"I 100% welcome putting a sign up in the window.

"The one-metre rule means we could have another 10 seats in the restaurant. The thought of it makes me feel relieved."

image captionMohammed Parvez said people did not want the two-metre rule at his Rannaghor restaurant in Currie on the outskirts of Edinburgh

Mohammed Parvez, 55, owner of the 42-seat Indian restaurant Rannaghor in Edinburgh's Currie area, said he welcomed the news.

He said: "This is what the customers want. They have been calling me asking when they can sit in the restaurant and said they don't want to sit 2m apart.

"Eating in a restaurant is all about the buzz and atmosphere of being out with others and enjoying lovely food, they don't want to be sitting in a sparsely filled place.

"I absolutely welcome this latest development and urge the Scottish government to follow through with this plan."

Steven Hall, general manger of The Dome in Edinburgh said: "This is a step in the right direction. I would welcome it but we also need to see what the other guidance and regulations will be."

image captionTom Ponton, owner of Oz Bar, said he would open if one-metre distancing was allowed

The **Scottish government said in its briefing on Thursday**: "For illustrative purposes and to allow businesses to start to plan, we are publishing today the kinds of mitigations that might be required in each sector.

"However in general terms, these might include improved ventilation; Perspex screens; regulation of customer flow and seating plans that reduce transmission risk.

"For hospitality and possibly others, mitigation will also include the collection of names and addresses of customers, to help with contact tracing when that is necessary.

"And we will also insist on clear customer information to help inform the judgments we all make as individuals about the risks we are prepared to take.

"So if a business decides to operate at less than 2m, they should provide clear signage informing their customers that they are entering a one-metre zone.

"We hope to have guidance agreed for the start of phase 3 and ahead of the opening of tourism and hospitality from 15 July.

Conclusion:

Hospitality- The Glimmer of New Hopes:

The tourism sector has dramatically affected by the widespread of COVID-19 and may remain for a longer time. The arrival of foreign tourists to India from different parts of the world has reduced by 68% in March 2020 compared to the previous month. It has a great impact on revenue generated from tourism in the form of FEE. A suitable forecasting model can help in strategic and operational decision-making. Hence, this study has predicted the number of foreign tourists using the ANN model with respect to COVID-19 outbreak. Also, the FEE has been predicted using the number of tourists and exchange rates. Further, to analyse the impact of COVID-19, four different scenarios are generated, and impact has been measured through predicting FEE.

Our findings suggest that if the tourism sector and policies are not restructured, then the FEE will fall below USD 1790.53 million and maybe entirely lost. If it is managed at some level though reforming policies, then the FEE value will be at least USD 13351.07 million.

In this paper, we make three contributions as well as novelties. Firstly, a well understanding of the mutual interplay between the COVID-19 pandemic and the tourism sector is well explained through a novel approach. Secondly, an enriching contribution is made by predicting foreign tourist arrivals and FEE with the number of foreign tourists and exchange rates (monthly data) as an input to the ANN model. Finally, a decision has been proposed for the various stakeholders of the tourism industry to help recover the sector from the current scenario, which is quite novel. Consequently, the findings presented in this paper will help the stakeholders and the policymakers facilitate strategic and operational planning based on the forecasted value. As per the study, FEE is reduced because of foreign tourists' fewer arrivals in this pandemic outbreak. Therefore, instead of investing more in adding new resources, policymakers and stakeholders can think about making the existing resource more efficient and effective

CAM RANH, Vietnam (Feb. 23, 2021) – Vietnam's Alma Resort has launched a mobile app that opens the door to contactless communication with guests and staff in real-time as the coronavirus continues to ravage the globe.

Now available for download on Android, Apple, Windows and Amazon devices, the 'Alma Resort' app offers menus, promotions and vouchers as well as live stream broadcasts and information about events and COVID-19 health and safety tips.

The app is a game-changer for Vietnam's hospitality landscape, according to the resort's general manager Herbert Laubichler-Pichler, and all the more remarkable because Alma has muscled its way into the realm of mobile app technology alongside predominantly major global hotel brands.

“There is no facet of our lives that remains untouched by this pandemic and under the ‘new normal’, this app is an effective and contactless way to connect with guests and staff,” said Laubichler-Pichler.

He believes it’ll soon be incumbent for five-star resorts across Vietnam to offer the same technology.

In addition to offering an array of menus for Alma’s restaurants, bars, in-room dining and Le Spa and promotions and vouchers on food and beverage, spa services, beauty products, karaoke and items at Alma’s mini supermarket ‘Alma Mart’, the Alma app also includes a car transfer service and ample opportunity for app users to provide feedback about the resort and its services.

Under the second phase of the app’s development, to be rolled out over the next few months, users will be able to access information about the weather in real-time due to the installation of a live weather cam on the resort’s stretch of Long Beach.

Phase two of the Alma app will also usher in a payment gateway, allowing guests to settle bills in a cashless manner via the app.

“In this new normal of heightened hygiene and physical distancing, as we also transition to more sustainable solutions by offering menus, resort maps and more digitally, our Alma app will continue to evolve on the cutting edge,” said Alma’s commercial director Martin Koerner. “Our aim is for our app to be a comprehensive one-stop shop for information and a weapon in our arsenal to combat COVID-19 and keep guests, staff and the community safe.”

In response to the onset of the global pandemic early last year, the resort implemented an array of ongoing health, safety and hygiene measures including body temperature checks, provision of hand sanitizer, spacious set-ups of facilities such as restaurant tables and sunbeds to ensure physical distancing, continual disinfection of common guest and staff areas as well as frequent touch points such as door handles and dining surfaces, and deep cleaning of guest rooms.

Alma staff have undergone extensive COVID-19 safety training and are required to regularly wash their hands and wear face masks.

Guests are required to fill in a health declaration using a QR code and are furnished with an electronic COVID-19 information kit upon check-in

Derrida (2000) defines ethics as hospitality, hospitality as ethics. Hospitality is the foundation of the principle of ethics.

The above mentioned line has a deep meaning attached to it. According to Derrida, the actual meaning of hospitality is the ethics that someone possesses. And similarly Ethics are the representation of the hospitality that someone showcases. It's the ethical base which drives the urge inside of a person to be welcoming and happy to help. And if someone is portraying hospitality, it depicts the ethical behavior and wellness of the person as hospitality is the foundation or the first brick of ethics.

There are many organizations, groups, NGOs, departments; societies in their own ways, may it be major or a little according to this world are somehow and in some way paying their part as they selflessly are serving to others as like they are serving to god which actualizes the sentence "ATITHI DEVO BHAVA". The instances in which kiosks, shops and big commercial tycoons in the field of food such as many restaurants are giving away free meals and foods to the needy which is a part of ancient hospitality as it was said that may a person be poor or rich, he shall not be deprived of the basic needs of food shelter and clothing as written by many religions, teachers creating free classes and conducting free online courses just for the goal of helping others to learn something new without taking any charges is the ethics of olden days in which Gurus thought their students with the only expectation of their students excelling in the future and make them feel proud by the same, and meditation apps going fully free to help ease the exhausted nerves of people everywhere in the world and coming up with

relaxing yet interesting challenges daily on their respective apps so that the people don't get bored while sticking to their chairs and can at the same point bring out their hidden talent or ability by participating in the same.

Even major publications like *The Lancet* are making COVID-related content completely free with no pay wall just to spread the basic awareness and the required information to the students and researchers that can work upon new ideas and come up with interesting new findings upon the COVID in the upcoming time. It's just really heartening to see how when things get bad, people are genuinely good and serving each other and it's called Traditional Hospitality.

Taking Germany's example, Even as the death toll in Italy continued to rise, dozens and dozens of people in the German town of Bamberg picked up their instruments and took to their rooftops to sing Bella Ciao-a song of Italian resistance-in harmony with their neighbors so as to motivate and encourage the citizens of Italy to never loose their hopes and keep on fighting with the evil virus as they did throughout the pandemic and keep their spirits high. Not only this shows the good relationship between the two countries but also shows that somehow, the ethics, the hospitality in the heart of people have made them do this for the good of mankind, the humanity and the feeling of oneness. (The Guardian reported).

We can see the world is setting appropriate example of our Ancient Hospitality, Selwyn (2000) states that the authentic function of hospitality is to establish a relationship or to promote an already established relationship. Hospitality Converts:

Strangers to Families: In the current scenario, those who were unknown before COVID-19, are like families because some people have helped the other just like the way they would servse their families and without any blood relations, they are living the way a family would live. Example, some neighbors who didn't had

time before the scenario to share thoughts with; The one who has shared food or helped someone in any sort are now living life family members and share the same respect as people in the families share.

Enemies to Friends: In the current scenario, Countries who were not sharing good relations have now turned into friends due to any sort of help offered by one country to another.

Friends to Better Friends: In the current scenario, Countries who were already friends are now good friends, like India who has helped United States of America by providing Hydroxychloroquine is now a good friend of USA.

Outsiders to Insiders: People from various backward states who were not treated good in metro cities are non resided in many NGOs and Quarantine houses and centers of the same city due to the residents who have helped them reach to those places.

Non -Kin to Kin: People who were not even from blood relations were helped irrespective of their caste, creed, colour, place of birth, or any other aspect that divides people into being different and spread the message of oneness.

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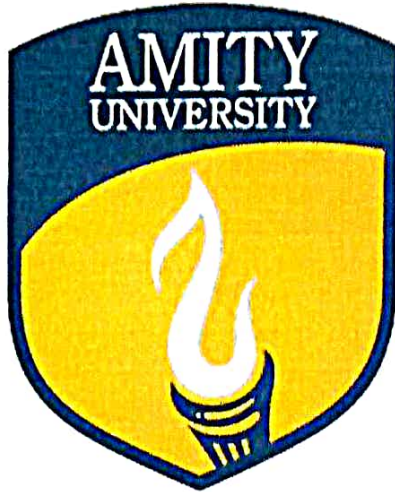
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Amity University Jaipur



Dissertation 2018-22

Topic:

Seafood Consumption and
Components for Health

Submitted by:

Deependra Singh

BHM 8th Sem

Abstract

In recent years, in developed countries and around the world, lifestyle-related diseases have become a serious problem. Numerous epidemiological studies and clinical trials have demonstrated that diet is one of the major factors that influence susceptibility to lifestyle-related diseases, especially the middle-senile state. Studies examining dietary habits have revealed the health benefits of seafood consumption. Seafood contains functional components that are not present in terrestrial organisms. These components include n-3-polyunsaturated fatty acids, such as eicosapentaenoic acid and docosahexaenoic acid, which aid in the prevention of arteriosclerotic and thrombotic disease. In addition, seafood is a superior source of various nutrients, such as protein, amino acids, fiber, vitamins, and minerals. This review focuses on the components derived from seafood and examines the significant role they play in the maintenance and promotion of health.

Keywords: seafood consumption, fish, polyunsaturated fatty acid, health function, cardiovascular disease.

Introduction

Lifestyle-related diseases, such as obesity, diabetes, hypertension, and hyperlipidemia, are widespread and increasing in developed countries. Metabolic syndrome includes a cluster of

symptoms that are related to lifestyle diseases and is associated with an increased risk of type 2 diabetes, some types of cancers (Cerchiatti et al., 2007), cardiovascular disease (CVD) (Hwu et al., 2008), and nonalcoholic fatty liver (Byrne 2010). Together with the rapid increase in the number of older people with lifestyle diseases, these have become serious national problems, both medically and financially. Increased dietary sugar and fat promotes obesity and diabetes (Linseisen et al., 2009; Cordain et al., 2005). Soft drink and fast-food consumption is influenced by several factors. Some of these factors include, but are not limited to, food availability, preferences, culture, age, and knowledge of nutrition and health. Reshaping the food environment is a promising new approach to lifestyle-related disease problems (Story et al., 2008; Glanz & Yaroch 2004). Seafood is currently accepted as an essential food for humans (FAO 2010). Seafood is highly regarded for its abundance of high-quality proteins, n-3 polyunsaturated fatty acids (PUFAs), and other nutrients, such as minerals, trace elements, and vitamins (FAO 2010). These nutrients are essential for bodily functions and are beneficial to growth, the brain, and the nervous system; they also have anticancer properties (Liao & Chao 2009). Seafood has helped alleviate food crises in many developing countries, providing a valuable supplement to a diverse and nutritious diet. In recent years, seafood consumption has gradually increased throughout the world (FAO 2010).

In Japan, the consumption of livestock food products, such as dairy products, meats, and their processed foods, have increased. This may lead to an increased incidence of CVD as a result of lifestyle-related diseases, such as hyperlipidemia, atherosclerosis, diabetes, and hypertension (Toshima 1994). Epidemiological and experimental reports have demonstrated a relationship between diet and incidence of CVD (Pereira et al., 2004; Osler et al., 2002). Therefore, dietary therapy is considered the first-choice treatment for arteriosclerotic disease and is recognized as being as important as medical treatment. Many researchers have demonstrated that seafood has nutritional characteristics that maintain and promote health (Mozaffarian & Rimm 2006; Hu et al., 2002). In particular, the health benefits of seafood have principally been associated with high intakes of n-3 PUFAs, such as eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) (Dyerberg et al., 1978). Fish oil contains abundant EPA and DHA and is sold as a functional food that can promote superior health. Many other bioactive components derived from seafood are also sold and are under development as functional foods (Harris 2004). Functional food is generally consumed as conventional food that forms a part of the daily diet. Functional food provides basic nutritional functions and reduces the risk of lifestyle-related diseases. Seafood and its derived bioactive components can help improve imbalanced dietary habits and prevent lifestyle-related diseases. In this review, we discuss fish consumption around the world and examine the evidence for the beneficial effects of the various components derived from seafood.



Dissertation

“THE OBEROI UDAIVILAS AND IT”S FIGHT AND PRACTICES AGAINST COVID-19”.

BHM 2018-2022

AMITY UNIVERSITY JAIPUR

**UNDER THE GUIDANCE OFF: DR. JAI SONKAR
SUBMITTED BY: SANJAY BHAGWANANI**

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Thanking you,

Sanjay BHagwanani
Student
BHM 8th Sem.

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The Oberoi Udaivilas & Covid-19

Summary of our standards

All of us at Oberoi Hotels & Resorts are grateful for the immense trust placed in us by our guests to always do the right thing. We also understand that not all of our guests would want to peruse through the complete list of procedures. For their convenience, we have tabulated the most important ones below.

All touch points in public areas like door handles, elevator buttons, counter tops, table tops, railings, etc. are cleaned continuously using a sanitiser/ disinfectant. These practices are also in place in guest rooms during the morning housekeeping service and at turndown in the evening.

Masks and disposable gloves are being worn by all team members at all times and changed frequently. Housekeeping staff use fresh gloves for every room they service.

Sprayer with professionally identified chemicals are being used to disinfect the hotel entrances, employee entrances, as well as various public areas.

Restaurants and seating in the lobby have been reconfigured to ensure safe distances are maintained between guests.

Protocols are in place for staff in the kitchens, restaurants, in-room dining, business centres and banquet halls to sanitise their hands every time they serve food or touch food related items.

Temperature readings of non-resident guests are taken at the entrance of the hotel. Temperature readings of resident guests and team members are also taken once a day.

Updated and detailed cleaning checklists, including the use of professionally identified chemicals and agents for all areas, including laundry, are being followed and monitored closely.

A guest check-in self-declaration form is in place which covers COVID-19 symptoms. Any guest who indicates these symptoms is required to undergo a medical examination prior to check-in.

All supplies and materials are sanitised before being admitted into the hotel premises.

If any of the parameters for our guests or colleagues are not normal, a medical examination and medical assistance are provided immediately.

Correctly formulated hand sanitisers are in place in all guest rooms and at all public spaces and include the entrances, lobbies, corridors, business centres, cloak rooms, etc.

Professional agencies and doctors are on standby for sanitisation of all areas should there be anyone detected with a positive sign of COVID-19.

Our cars are disinfected after each use, as is luggage, before entering the hotel.

Detailed Standard Operating Procedures are in place in case of a positive COVID-19 diagnosis where a guest or a colleague needs to be quarantined.

Our Cancellation Policy:

If you made your reservations through Travel Agents or travel websites, we request you to contact them to cancel the reservations.

We would also like to assure you that we are entirely flexible with all new reservations and have instituted a policy that allows you to cancel your reservation at any time.

Hotel Updates:

Your Safety is our priority. To ensure safety for you and other guests staying with us, we request you to carry your fully vaccinated certification on arrival at all Oberoi Hotels and Resorts in India.

- Effective January 12, 2022, proof of full vaccination with any vaccine approved by the Indian government or by the WHO, along with proof of ID, will be required for those above 18 to enter any of our hotels in India. If proof of full vaccination is not available, a negative RTPCR report for a test taken not more than 48 hours prior, along with proof of ID, must be shown at the hotel entrance.
- Proof of vaccination, RT-PCR, and ID can be either paper or in digital form.
- Those under 18 are exempt from the above requirements.
- Masks must also be worn at all times in our hotels by all those aged 6 or older, except when seated to dine.

FRONT OFFICE PRACTICES

Bell Desk & Doorman

Main porch arrival (by golf cart or own car):

Procedure	Frequency
Guests to be greeted with folded hands (namaste), maintaining a safe distance, with no physical contact.	Always
Security personnel checking guest temperature and assisting with hand baggage scanning to wear a face mask, face shield and disposable gloves at all times.	Always

<p>Doorman should wear a face mask, face shield and disposable gloves at all times.</p>	<p>Always</p>
<p>Doorman to offer car door assistance and step back maintaining safe distancing.</p>	<p>Always</p>
<p>Gloves must be replaced after every two hours/break for doorman and porter.</p>	<p>Always</p>
<p>Sanitisation tray to be placed at the main porch. The tray should have a hand sanitiser, disinfectant wipes, masks and disposable gloves.</p>	<p>Always</p>
<p>Hotels to use a suitable spot where the exterior of cars will be sanitised using the fogging machine before they enter the hotel porch.</p>	<p>Always</p>
<p>Valet to offer car parking facility to the guests. The valet / doorman to politely confirm with the guests if they have not left any sanitiser bottle in their car. If guest requests for the service, valet needs to sanitise the car key and all critical touch points such as car door handle, car</p>	<p>Always</p>

<p>seat, driver side seat belt, gear box, gear lever before parking with Virex II 256 (10ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied. Car keys will be sanitised when they are left with the doorman and when they are returned to guests.</p>	
<p>Bell boy to sanitise guest baggage handles with Virex II 256 (10ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied. After sanitising the handles, bag to be moved out of the car and completely sanitised.</p>	<p>Always</p>
<p>Everyone entering the hotel will undergo a temperature check at the porte cochere. The hotel doctor will be called to examine any guest who has a temperature of more than 99° Fahrenheit. If required, assistance will be provided to ensure further medical care.</p>	<p>Always</p>
<p>Baggage tray to be sanitised after every baggage scan.</p>	<p>Always</p>
<p>Umbrellas should be sanitised after every use.</p>	<p>Always</p>

Baggage Service:

Procedure	Frequency
<p>Guests to be offered the option of carrying their own luggage or having it delivered to their room.</p>	<p>Always</p>
<p>Individual bags to be tagged as "Sanitised".</p>	<p>Always</p>
<p>Baggage to be delivered within a standard time. Hotels to attempt to deliver the bag prior to guests reaching the room encouraging less physical contact and prompt delivery.</p>	<p>Always</p>
<p>Bell boy to maintain safe distance from the guest while collecting guest baggage.</p>	<p>Always</p>
<p>Baggage handles should be sanitised after being placed in the car. The solution should not be used directly but sprayed on a clean duster and then applied.</p>	<p>Always</p>

<p>The trolley and golf cart to be sanitised after every baggage service using R1 Super.</p>	<p>Always</p>
<p>Baggage scanning machine to be disinfected minimum twice in every shift.</p>	<p>Twice in every shift</p>
<p>All used newspaper bags to be pre-soaked in Virex II 256 (4ml in 1 ltr of water).</p>	<p>Twice in every shift</p>
<p>Guests to be encouraged to download the newspaper through their electronic devices. Newspaper not to be recycled or reused once given to guest.</p>	<p>Twice in every shift</p>

Front Desk

Procedure	Frequency
Front Desk to be cleaned and disinfected using R1 Super after every two hours. All counters to also be cleaned and disinfected after every guest use.	Every two hours
Desk telephone to be cleaned and sanitised using R1 Super after every use.	Every two hours
Laptop screen / keyboard / mouse / printer to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every two hours

<p>EDC machines to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.</p>	<p>Every use</p>
<p>Electronic tablets used for check in to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.</p>	<p>Every use</p>
<p>Hand sanitizers / disinfectant wipes and disposable masks should be available at all times.</p>	<p>Always</p>
<p>Hand held walkie - talkie to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.</p>	<p>Every two hours</p>
<p>Front desk furniture to be sanitised every two hours and also after each use with R1 Super.</p>	<p>Every two hours</p>

Arrival at Lobby:

Procedure	Frequency
Guest to be greeted with folded hands (namaste), while maintaining a safe distance at all times.	Always
Guest to be informed that temperature will be taken once a day during guests stay using a contact-less thermometer.	Always
The traditional welcome, wherever applicable, to be done with aarti while maintaining safe distance. (Tika and garlanding to be stopped).	Always
In case a guest wishes to have hand luggage sanitised, disinfectant wipes to be offered.	Always
If the guest is arriving from a restricted country or region, medical history form to be sent as a part of pre registration process followed at reservation stage. For walk in guests, medical history form to be filled on arrival.	Always

For all pre-booked guests, all check-in formalities should be completed online to minimise time spent by the guest at Front Desk.	Always
Temperature reading will be taken for all in-house guests.	Daily
All guest key cards to be sanitised using Oxivir concentrate.	Always
Guests to be informed of waiting messages or documents if any. Documents to be placed in a paper envelope and sealed before handing over to the guest. It can be even pre -placed in the room prior to guest arrival.	Always

Escorting to the guest room:

Procedure	Frequency
A sanitised Ipad along with stylus to be carried for in-room check in experience. The Ipad to be sanitised after every use with Virex II 256	Always

(4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.

While escorting guests to the room and explaining guest facilities, safe distance to be maintained at all times.

Always

Rooming:

Procedure

Frequency

Prior to opening the door the Front Office Assistant should take guest's permission to enter the room to explain guest room features. Avoid touching any furniture and fixtures in the room.

Always

Check-in formalities:

Procedure

Frequency

Signature for digital registration and identification to be scanned with minimum contact, while maintaining safe distance.	Always
Advise the guest at the time of check in to inform their check out plans in advance so that the bills can be made ready.	Always
Medical kit available at Front Desk to include masks, disposable gloves, goggles, personal protection equipment and bio disposable garbage bag.	Always

Cashier

Procedure	Frequency
Team member to wear a face shield along with a mask and disposable gloves.	Always

Clean and sanitise the Cashier Desk using R1 Super.	Every guest use and after every two hours
Desk telephone to be cleaned and sanitised using R1 Super.	Every guest use and after every two hours
Laptop screen / keyboard / mouse / printer and EDC machine to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every use
Cashier to sanitise hands before and after every transaction.	Always
Hand sanitisers and disinfectant wipes should be placed at a prominent location, visible to guests.	Always
Encourage guests to use electronic check-out by emailing the bill & online payment link. Recommend to guests to settle bill a night prior, minimizing the time at check out.	Every check-out
Housekeeping / butlers to check the minibar consumption on the telephone prior to guest departure.	Always

Cars and Golf Cart

Procedure	Frequency
The car to be sanitised before proceeding to the airport / railway station for guest arrival or departure.	Every pick up and drop
Chauffeur to wear a face shield along with a face mask and disposable gloves. Gloves to be changed after every trip.	Always
Paging board and umbrellas to be sanitised using R1 super.	Every use
Car sanitisation card to be placed in each car after sanitisation.	Always

The car should be equipped with sanitiser / disinfectant wipes and disposable face masks. These should be offered to the guest before seating. Sanitiser bottle to be removed when the car is not in use / parked.	Every pick up and drop
The chauffeur must maintain a safe distance from the guest.	Always
Guests to be offered QR code to access the music options in the car, In Room Dining menus, Spa menu, newspaper and other hotel information.	Always
Ice box to be washed and sanitised after every trip.	Every trip

Golf Cart

Procedure	Frequency
Golf cart touch points to be sanitised using R1 Super after every guest use.	Every use

Golf carts to be washed once in every shift.	Once every shift
Safe distancing norms to be maintained while seating guests in golf carts.	Every use
Avoid sharing of golf cart amongst guests who are not known to each other.	Always
Team member driving the golf cart to wear a mask, face shield and disposable gloves.	Always

Concierge

Procedure	Frequency
Team members at the Concierge Desk need to wear disposable gloves, face masks and face shields. At least 2 meters gap needs to be provided between a team member and guest at all times.	Always

Clean and sanitise the Concierge Desk using R1 Super.	Always
Desk telephone to be cleaned and sanitised using R1 Super.	Always
Laptop screen / keyboard / mouse / printer / iPads to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Always
Hand sanitisers, disinfectant wipes and masks to be placed at a prominent location visible to guests and to be offered whenever they are leaving the hotel (shopping, sightseeing, departure).	Always

Phone Charging or Power Bank:

Procedure	Frequency
Guests cellular phone and power bank to be sanitised prior to returning to the guest with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied. Cellular phone to be collected and returned in a sanitised tray.	Every guest

Sight-seeing information

Procedure	Frequency
Team member to offer accurate directions and / or transport options with a mobile app of surrounding area.	Every guest request
Printed form of documents like sightseeing options, shopping lists etc. to be avoided and an electronic mode of sharing to be adopted like Email or WhatsApp. If any hard copy is given to the guest, the same should be disposed after guest use.	Every guest request
Disposable masks, disinfectant wipes and hand sanitiser to be offered to every guest while going for sightseeing. In case of a hotel car, these should be pre-placed in the car.	Every guest request

Miscellaneous request:

Procedure	Frequency
Any request item like nail clippers, stationery etc. should be sanitised first and delivered on a tray by a team member wearing a mask, face shield and gloves.	Every guest request

All articles (parcels / courier / shopping bags etc.) being received or given to the guest must be sanitised. This is for items already available at Concierge and those being purchased from outside the hotel, on guest request.	Every guest request
Front Office Assistant to get the courier. All couriers to be sanitised before delivering to the guest.	Always

Operators

Procedure	Frequency
Clean and sanitise the operator desk using R1 Super after every two hours.	Every use
Desk telephone to be cleaned and sanitised using R1 Super.	Every use
Laptop screen / keyboard / mouse / printer to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every use

EDC machines to be sanitised Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every use
Frequently asked questions regarding hygiene and sanitisation should be known to all team members.	Always

Reservations and Back Office

Reservations & Back Office

Procedure	Frequency
Clean and sanitise the Reservation Desk using R1 Super.	Every two hours
Desk telephone to be cleaned and sanitised using R1 Super.	Every two hours
Laptop screen / keyboard / mouse / printer / EDC machine to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every two hours
A sanitiser to be available at a prominent location for the team members to use.	Always

Frequently asked questions regarding hygiene and sanitisation should be known to all team members.	Always
Reservation Assistant to proactively request guests to send registration details and photo ID proof through a digital registration system to ensure minimal contact upon check-in.	Always
Reservation Assistant to guarantee all reservations through credit card or a digital payment link. Guest to be informed about the new relaxed cancellation policy.	Always

Kids Room

Reservations & Back Office

Procedure	Frequency
Clean and sanitise the Reservation Desk using R1 Super.	Every two hours
Desk telephone to be cleaned and sanitised using R1 Super.	Every two hours
Laptop screen / keyboard / mouse / printer / EDC machine to be sanitised with Virex II 256 (4 ml in 1 ltr of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every two hours

A sanitiser to be available at a prominent location for the team members to use.	Always
Frequently asked questions regarding hygiene and sanitisation should be known to all team members.	Always
Reservation Assistant to proactively request guests to send registration details and photo ID proof through a digital registration system to ensure minimal contact upon check-in.	Always
Reservation Assistant to guarantee all reservations through credit card or a digital payment link. Guest to be informed about the new relaxed cancellation policy.	Always

Boat

Dudh Talai and Banyan Tree Jetty

Procedure	Frequency
Guests to be greeted with folded hands (namaste) by Security personnel, while maintaining a safe distance.	Always

While escorting the guests, a safe distance is to be maintained.	Always
The Jetty to be equipped with hand sanitisers / disinfectant wipes and disposable masks.	Always

Boat Arrival / Transfers

Procedure	Frequency
R1 Super sanitised life jackets to be offered to the guest, keeping a safe distance.	Always
Guests to be requested to be seated maintaining a safe distance from each other. Seat next to the boatman to be kept empty promoting safe distancing policy.	Always
Masks, sanitiser and disinfectant wipes to be available in the boat.	Always
Boat to be sanitised after each ride.	Always

Once the life jackets are removed, they need to be immediately sanitised using R1 Super and stored.

Always

LEFT LUGGAGE FACILITY

Procedure	Frequency
All left luggage to be sprayed with disinfectant spray before storing in the Left Luggage Room.	Always
Luggage room door and handles to be sanitised using R1 Super.	Every two hours
Luggage scanning machine to be sanitised using R1 Super.	Twice every shift
All the storage spaces to be sanitised using R1 Super.	Once daily
Wheel chairs to be sanitised using R1 Super.	Before and after use

Pram to be sanitised using R1 Super.

Before and
after use

AIRPORT REPRESENTATIVE

Procedure	Frequency
All left luggage to be sprayed with disinfectant spray before storing in the Left Luggage Room.	Always
Luggage room door and handles to be sanitised using R1 Super.	Every two hours
Luggage scanning machine to be sanitised using R1 Super.	Twice every shift
All the storage spaces to be sanitised using R1 Super.	Once daily
Wheel chairs to be sanitised using R1 Super.	Before and after use

Pram to be sanitised using R1 Super.

Before and
after use

JUNGLE DRIVES

Procedure	Frequency
Chauffeurs and Naturalists accompanying guests to wear masks and disposable gloves.	Every drive
Hand sanitiser, disinfectant wipes and disposable masks to be kept in every vehicle for jungle drives or excursions.	Every Drive
Vehicle to be sanitised and cleaned before and after every jungle drive.	Every Drive

Binoculars to be sanitised before and after every jungle drive.	Every Drive
Tea coffee basket should be cleaned and sanitised with hot water and soap solution.	Every Drive
Ice box to be washed and sanitised after every jungle drive with hot water and soap solution.	Every Drive
Jungle drive stool used for guests to be washed and sanitised after every jungle drive.	Every Drive
One team member to be stationed at the main lobby door to open / close the door to avoid the guest touching the door.	Every Drive

HOUSEKEEPING PRACTICES

EXTERNAL AREAS

Procedure	Frequency
External areas to be sprayed twice a day with Virex II 256 (10ml in 1 ltr of water).	Twice a day
Main gate and Security cabin to be cleaned using R1 Super. Touch points of the gate to be cleaned using R1 Super	Twice in each shift
Light fittings and niches at reachable level to be cleaned using R1 Super	Once a day
All garden benches to be sanitised at the beginning of each shift & after every guest use , using R1 Super	After every guest use
Team members to sanitise their hands after cleaning any surface	Always

MAIN PORCH

Procedure	Frequency
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Ash urn in smoking area to be cleaned using Virex II 256 (10ml in 1 ltr of water).	Every 30 minutes
Smoking area walls and pillars to be cleaned using R1 Super	Every two hours
All counters to be thoroughly cleaned prior to each shift. Counter tops to be cleaned using R1 Super after every use	After every use
3M mats / coir mats to be disinfected by spraying Virex II 256 (10 ml in 1 ltr of water). 3M mats to be washed every night	Twice in each shift
Announcement mike / telephone to be sanitised using Virex II 256 (4 ml in 1 ltr of water)	Every hour

LOBBY

Procedure	Frequency
Counter tops to be disinfected using R1 Super. Oxivir concentrate to be used for sanitising the counter top.	Every 30 minutes
Telephones to be disinfected using R1 Super. Oxivir concentrate to be used for disinfecting the telephones	Every 30 minutes
Door handles and knobs to be wiped and disinfected using R1 Super	Every 30 minutes
Newspaper stand to be wiped and disinfected using R1 Super	Every 30 minutes
Floor to be frequently dry mopped and damp mopped with R1 Super. Oxivir concentrate to be used for mopping twice in each shift	Twice in each shift
After vacumming the carpet / rug / dhurrie Virex II 256 to be sprayed (10 ml in 1 ltr of water)	Every 2 hours
Hand sanitiser to be made available at each counter	Always

All common touch points like door handles, door knobs, chair arms, table tops to be cleaned using Oxivir concentrate	Every hour
All furniture and window ledges to be cleaned using R1 Super	Every two hours
Chain cord of the window blind to be cleaned using R1 Super	Once in every shift
No furniture set up to be changed. Guests to be reminded of the safe distancing norms through signage	Always

CLOAK ROOM

Procedure	Frequency
Hand sanitiser to be made available in all cloak rooms.	Always
Hand sanitiser to be made available in all cloak rooms.	Every 30 minutes

Appropriate color coded dusters to be used for cleaning	Always
Water closet and urinal to be cleaned using R6 while wearing disposable gloves	Every 30 minutes
Urinal mat to be changed frequently. Before placing fresh urinal mat, floor to be mopped using Oxivir concentrate	Every 30 minutes
Furniture / stool / dry vanity counters to be cleaned using R1 Super	After every guest use
A team member to be stationed outside the cloak room to ensure safe distancing. Each hotel to define the maximum number of guest at any point of time.	Always

RESTAURANTS

Procedure	Frequency
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Floor to be frequently dry mopped and damp mopped using R1 Super. Oxivir concentrate should be used for mopping the floor prior to and after each meal period	After every meal period
Restaurant tables and chairs to be cleaned and disinfected using R1 Super. Oxivir concentrate to be used for disinfecting furniture in the restaurant.	After every guest use
Hostess desk telephone to be disinfected using R1 Super.	Prior to and after each meal period
Buffet counter and service station to be cleaned using R1 Super and a final wipe of Oxivir concentrate.	Prior to and after each meal period

SWIMMING POOL

Procedure	Frequency
Chlorine dosage should be monitored and maintained at 0.8 – 1 ppm and PH value of 6.5 -7.5.	Every 30 minutes

Step rails to be frequently wiped and disinfected using R1 Super	After every guest use
Chaise lounge cover (towel) to be changed after each guest use. The chaise lounge to be cleaned using R1 Super	After every guest use
Swimming pool accessories to be cleaned and sanitised using Oxivir concentrate	After every guest use
Pool furniture to be realigned maintaining safe distancing norm (distance between each pool lounge to be at least 2 mtrs)	Always
Basket for towels to be cleaned with R1 Super and sanitised before placing fresh towels. Only two fresh towels to be placed per basket. Even if one towel is used, both towels to be sent for washing	Always

GUEST ROOMS

Procedure	Frequency
Deep cleaning of guest rooms to be done using Oxivir concentrate with extra focus on areas / surfaces such as door handles / knobs, remote control, writing table top, switches, telephones, water closet flush handle, health faucet, vanity counter and bathroom floor.	During morning and turndown service
Draw sheet, pillow protector and shower curtain to be sent to laundry for washing	After every departure
Ironing board covers to be sent to laundry for cleaning	After every departure
All pillows, cushions, duvets, overlay / mattress protectors to be sent to the laundry for cleaning. Tumble drying to be done for 20 minutes at 88 degrees Centigrade (190.4 degrees Fahrenheit)	After every departure
Face masks and disposable gloves to be worn by team members while cleaning. In the presence of a guest in an occupied room, face shield should also be worn	Always
Team members to wash their hands after servicing each room. Disposable gloves to be changed after servicing each guest room	Always

Heavy curtain, sheer curtain, blinds, rugs, dhurries, bed skirting, upholstered furniture and head board to be sprayed with Virex II 256 (10 ml in 1 ltr of water)	After every departure
Post departure, all glassware (mini bar, bed side table, bathroom tumbler) to be sent to dish wash for cleaning. In occupied rooms used glasses to be replaced with clean glasses from the pantry / trolley which have been cleaned in the dish wash at a temperature of atleast 80 degrees Celcius	Always
Post departure all unused room linen and bath linen to be sent to the laundry for washing	After every departure
Revision of extra cleaning check list to be done focusing on common touch points	
All guest request items to be cleaned and sanitised before giving these to a guest	Always
Hand sanitiser (minimum 70% alcohol strength) to be placed in all guest rooms prior to arrival	Always
One toilet roll to be opened and the other toilet roll to be left in the packaging without removing the wrapper	Always
"Room Sanitized Card" to be placed on the main door handle after the room has been cleaned, sanitized and inspected.	Always

After guest's departure, Housekeeping Staff should wait atleast 15 minutes before entering a guest room, to allow for adequate time for air exchange.

Always

GUEST CORRIDOR

Procedure	Frequency
All light fixtures and artwork to be cleaned using R1 Super.	Once a day
All shaft knobs to be cleaned using R1 Super	Once a day
All fire hydrants doors and fire extinguisher handles to be cleaned using R1 Super	Once a day
Corridor telephone to be cleaned using R1 Super	Every two hours

All furniture in the corridor / landing to be cleaned using R1 Super with special focus on all touch points	Every two hours
Hand sanitiser and tissue boxes to be made available in all guest landings along with a pedal operated dustbin	Always
Guest corridor carpet, landing rugs, dhurrie to be sprayed with Virex II 256 (10 ml in 1 ltr of water)	Twice in each shift
Fire exit door handle to be cleaned using R1 Super	Once a day

Fire Exit Staircase and Landing

Procedure	Frequency
Light fittings to be cleaned using R1 Super.	Once a day

Hand rails to be sanitised using R1 Super.	Once a day
Hand rails to be sanitised using R1 Super.	Once a day

Service Staircase and Landing

Procedure	Frequency
Hand rails to be sanitised using R1 Super.	Once a day
Staircase landing and staircase to be cleaned and mopped using R1 Super.	Twice a day
Service elevator to be thoroughly cleaned using R1 Super.	Twice a day
Elevator call buttons to be cleaned and sanitised using R1 Super.	Every two hours

Guest Elevator

Procedure	Frequency
All touch points like elevator buttons and railings to be frequently cleaned using Oxivir concentrate.	Every 30 minutes
A free standing signage to be placed outside guest elevators at lobby level encouraging safe distancing.	Always

Housekeeping Pantry

Procedure	Frequency
All touch points like elevator buttons and railings to be frequently cleaned using Oxivir concentrate.	Every 30 minutes
A free standing signage to be placed outside guest elevators at lobby level encouraging safe distancing.	Always

Attendant Cloak Room

Procedure	Frequency
Housekeeping attendant cloak room needs to be thoroughly cleaned and sanitised using R1 Super.	Twice in each shift
Special emphasis to be laid on frequently touched points, such as door handles, knobs (inside and outside), switches, behind doors, wash basin tap, flush knob and health faucet using R1 Super.	Twice in each shift

Heart of the House

Procedure	Frequency
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<p>Staff lockers to be cleaned using R1 Super. Floor to be mopped using Oxivir concentrate.</p>	<p>Every hour during peak periods and after every two hours during lean periods</p>
<p>Sanitiser to be made available in each locker room</p>	<p>Always</p>
<p>Shower and water closet cubicle walls and floor to be thoroughly scrubbed and cleaned using R1 Super</p>	<p>Every hour during peak periods and after every two hours during lean periods</p>
<p>Touch points like urinal flush handle, water closet flush handle, health faucet and wash basin knobs to be frequently cleaned using Oxivir concentrate</p>	<p>Every hour during peak periods and after every two hours during lean periods</p>
<p>Bunk bed linen to be changed after every use. Blankets and pillows to be laundered</p>	<p>After every use</p>
<p>Shift timings to be planned to allow staggered usage of lockers and cafeteria</p>	

Doctor's Room

Procedure	Frequency
Doctor's room to be thoroughly cleaned using R1 Super and Oxivir concentrate with special focus on touch points like door handles, thermostat, bed frames, weighing scale etc.	Once a day and after every usage
Linen to be changed every day. Used linen should be given to laundry separately in a sealed bag.	Always

Offices

Procedure	Frequency
All offices to be cleaned using R1 Super. Focus on touch points such as switches, door handles, thermostat, counter tops, drawer knobs and furniture.	Once a day

All electronic items to be cleaned using Virex II 256 (4 ml in 1 ltr of water).	Once a day
Basement corridor to be scrubbed using R1 Super.	Twice a day

FOOD BEVERAGE PRACTICES

Guest Service

Procedure	Frequency
Team members to wear disposable gloves, mask and a face shield. Gloves and mask to be changed after every meal period / break.	Always

Hostess to greet all guests with folded hands.	Every guest
Temperature of in-house guests to be checked at the restaurant entrance during breakfast service.	Every guest
Guest to be offered hand sanitiser / disinfectant wipes, once seated in the restaurant.	Every table
Guest to be encouraged to view the menu on their own electronic device with the help of the QR code on the table. Fresh printed menus will be available on request.	Every guest
Covers not to be laid on adjacent tables to maintain safe distance.	Every table
Server to maintain safe distance at all times whilst communicating with guests.	Every guest
Water jugs without lids not to be used.	Always
Glassware to be held by the base / stem during beverage service.	Every table

All beverage cans to be disinfected prior to service. Server to seek guest permission to open the can and serve the beverage.	Always
Food to be covered with a cloche before pick up. The cloche to be removed at the table.	Every table
Clearance from the table to be done expeditiously while minimising contact with the table. Gloves to be changed after clearance.	Every table
Tablet, stylus and EDC machine to be sanitised before and after each use.	Every table
Clearly labelled pedal dustbin for medical waste only to be available in the service areas of the restaurant for disposing gloves and disinfectant wipes.	Everyday
Guest request items such as power bank, cables, reading glasses, tissue box etc. to be sanitised.	Every use
Sanitised digital device to be offered to the diners. Newspaper to be discarded after guest use.	Every use
Reserved dining hours will be maintained from 6.30 pm to 7.30 pm exclusively for senior citizens (above 60 years of age).	Always

Hand bag stand to be sanitised.	Every use
Baby chair to be cleaned and sanitised using R1 Super prior and after each use.	Every use

Restaurant Checklist

Procedure	Frequency
Hostess desk to be disinfected using R1 Super.	Prior to and after closure of shift
Cordless phone and charger at the hostess desk to be cleaned and sanitised using R1 Super.	After every use
Newspaper stand to be cleaned and sanitised using R1 Super.	All meal period
Should a guest request for a newspaper, newspaper to be offered on a sanitised tray. Newspaper to be disposed after use.	All meal period

Offer door assistance to help guest avoid touching door handles. Hands to be sanitised immediately using a hand sanitiser.	After use	every
Tables and chairs should be sanitised before and after meal period using R1 Super.	Every period	meal
Hand sanitiser / disinfectant wipes to be available at each side station.	Always	
Point of Sale terminal should be sanitised before and after every meal period with Virex II 256 (4ml in 1 litre of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every period	meal
Felt in the side station drawer to be replaced with rexine / leatherette and Cambro cutlery compartments to be inserted.	Always	
Side station knobs / surfaces to be sanitised using R1 Super.	Every hour	
All employees to sanitise their hands before handling tablets and EDC machines.	After use	every
Tablets and EDC machines to be sanitised prior to and after every use with Virex solution (4ml in 1 litre of water). It should not be used directly but sprayed on a clean duster and then applied.	After use	every

Employees to sanitise their hands before and after handling any currency. Sanitiser / disinfectant wipes to be presented to the guest along with a bill folder.	After every use
All salvers and continental trays to be sanitised.	After every Use
No clearance to be left at any side station.	Always
Team members should wear disposable gloves while handling soiled linen.	Always
Cans, bottles, tetrapak items to be dipped in chlorine solution and wiped.	Always
Shawls to be dry cleaned after every use and sealed in individual bags.	Always

Bar Checklist

Procedure	Frequency
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All door handles to be sanitised using R1 Super.	Every hour
All tables / credenzas and chairs with wooden arm rest to be sanitised using R1 Super prior to opening the bar.	After every use
Hand sanitiser / disinfectant wipes to be available at each side station and to be offered to guests.	Always
Point of Sale terminals, tablets and EDC machines to be sanitised with Virex II 256 (4ml in 1 litre of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every two hours
Beverage display trolley to be cleaned and sanitised using R1 Super.	After every use
Handles and shelves of the refrigerator to be sanitised using R1 Super.	Prior to and after each shift
All the salvers to be washed and sanitised using R1 Super.	Every use
All telephones to be sanitised using R1 Super.	Always

The bar service area to be cleaned using R1 Super.	Once daily
Server to sanitise hands before touching the glassware and use a sanitised salver for service. Hands to be washed prior to and after preparing cocktails / drinks.	Always
Server to use sanitised salver while clearing tables.	Always
Hand bag stand to be sanitised.	Every guest use
Bar chess table to be disinfected post every guest use.	Every guest use
Chopping board to be sanitised in food grade chlorine (100 ppm chlorine solution to be kept in a tank in the back area).	Every use
All small bartending equipment to be kept in 100 ppm chlorine solution.	Every use
Bartender to wear disposable gloves when working at bar counter i.e. preparing cocktails, cutting garnishes, handling equipment, handling ice etc.	Always

All equipment like coffee machine, ice crusher, ice bin handle, induction, gratis containers, cutlery trolley, cookie containers, tea selection box etc. to be sanitised.	Every use
Employees to sanitise their hands before and after handling any currency. Sanitiser / disinfectant wipes to be presented to a guest along with the bill folder.	Always

IRD Checklist

Procedure	Frequency
Employee to clean and disinfect the In Room Dining desk using R1 Super.	Twice in a shift
Telephone / charger, Point of Sale, tablets and EDC machines to be sanitised with Virex II 256 (4ml in 1 litre of water) .The solution should not be used directly but sprayed on a clean duster and then applied.	Always
Employee to wear a face mask, face shield, disposable gloves and carry a hand sanitiser while delivering packed order. Safe distance to be maintained.	Always

All trolleys and food warmer to be sanitised using R1 Super.	Always
Entrance door handles and cupboard handles to be sanitised using R1 Super.	Every hour
Employee to wear gloves, mask and a face shield when going to a guest room and carry a sanitiser. Guest to be greeted with folded hands.	Always
Seek permission to enter the guest room with the guest order.	Always
Safe distance to be maintained at the time of service and during clearance in the room.	Always
Seek permission to directly post guest charges.	Always
No clearance to be left in pantries / service landings. Rounds to be taken to remove any clearance.	Every hour
All in room amenities to be covered with a cloche.	Always

Server to encourage guests for payment via digital means while taking the order for packed food.

Always

Pool Guest Service

Procedure	Frequency
Pool attendant to wear a mask and disposable gloves. Guest to be greeted with folded hands maintaining safe distance.	Always
Guest to be offered hand sanitiser and disinfectant wipes on an amenity tray once seated.	Always
Showers to be cleaned and sterilised after every guest use.	Always
Pool menus (wooden) to be pre-placed and sanitised using R1 Super.	Always

Water bottles / soda cans / beer bottles to be sanitised with chlorine solution prior to stacking / service.	Always
Loungers, umbrella stands and side tables to be sanitised with R1 Super.	Every guest use
Swimming Pool accessories to be sanitised prior to and after every guest use with R1 Super.	Every guest use
Guest assistance flag to be cleaned and sanitised with R1 Super.	Every guest use
Attendant to sanitise hands if asked to assist with towels.	Every guest use
Chaise loungers to be arranged maintaining safe distance.	Always
Pool towels and chaise lounge cover to be changed after use.	Always
Each hotel to determine the maximum number of guests by the pool in order to practice safe distancing.	Always

A record to be maintained of all visiting guests.	Always
Glassware to be held by base / stem only during beverage service.	Always
Server to seek guest permission to open the can and serve the beverage.	Always
All food to be covered with a cloche before pick up. The cloche to be removed on the table.	Always
Clearance from the table to be done expeditiously while minimising contact with the table. Gloves to be changed after clearance.	Always
Tablets and stylus to be sanitised prior to and after each guest use with Virex II 256 (4ml in 1 litre of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every guest use
A tray with sanitiser and tissue paper box should be available to offer to the guest. Disinfectant wipes to be available on request.	Always
Clearly labelled pedal dustbin for medical waste only to be placed in a discreet location to enable guests to dispose off disinfectant wipes.	Always

Frozen fruits for the pool to be placed in correct glassware using tongs.

Always

Observation Tower

Procedure	Frequency
Observation Tower to be operational for fixed timings with a designated team member for sanitisation. Team member to offer gloves and masks to each visiting guest.	Always
All touch points like door, door handle, staircase hand rails, sandstone railing and bench to be cleaned and sanitised using R1 Super.	Every use
Cushion covers and shawls to be laundered.	Every use
All counters and under counters to be sanitised before stacking using R1 Super.	Every use

Manual bell to be cleaned and sanitised.	Every use
Binoculars to be sanitised and given to guest on request.	Every use
Menu, menu lights, salvar, tray jack, tissue box, wine chiller and ice caddy to be cleaned and sanitised.	Every use
Limit the number of guests going up to the tower considering safe distance. Maximum four guests to be allowed at a time.	Always
Portable speakers to be cleaned and sanitised after every guest with Virex II 256 (4ml in 1 litre of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Every use

Butler Services

Procedure	Frequency
Employee to clean and disinfect the Butler pantry desk using R1 Super.	Twice in a shift

Telephone / charger, Point of Sale, tablets and EDC machines to be sanitised with Virex II 256 (4ml in 1 litre of water). The solution should not be used directly but sprayed on a clean duster and then applied.	Always
Employee to wear a face mask, face shield, disposable gloves and carry a hand sanitiser while delivering an order. Safe distance to be maintained.	Always
Entrance door handles and cupboard handles should be sanitised using R1 Super.	Every hour
Butler on receiving a page, calls the room and understands the request.	Always
Seek permission to enter the guest room with the guest order.	Always
Safe distance to be maintained at the time of service and during clearance in the room.	Always
Seek permission to directly post guest charges.	Always
No clearance to be left in pantries /service landings. Rounds of floors to be taken to remove any clearance.	Every two hours

All amenities to be covered with a cloche.	Always
All trays, tongs and sugar caddies to be sanitised.	Every use
Employee to sanitise hands in front of the guest before starting packing or unpacking guest belongings. Gloves to be discarded and hands to be sanitised after completion of the task.	Always
Cellular phone / laptop / ipad charger or any other items for guest request to be sanitised prior to delivery.	Always

KITCHEN PRACTICES

Standards	Remarks
Clean production and service areas with Suma Multi D2.3L and sanitise them with Suma San D10.1 solution.	Every two hours

Wash all equipment's and utensils with 200 ppm Suma Multi D2.3L using hot water and sanitise them with Suma San D10.1 solution.	Every two hours
Team member to wear complete and fresh uniform including hair net, gloves, masks and aprons.	Always
Team members to change the mask when wet or once every six hours.	Every six hours
Team members to wear disposable gloves where applicable and not to touch any food with bare hands. Gloves to be changed frequently and hands to be washed each time before changing gloves.	Always
Team members to wash hands with Soft care plus and sanitise them with Soft care des E plus while reporting on duty and returning from break.	Every 30 minutes
Adhere to safe distance norms while working in their designated section. Zones to be created within each section to prevent cross movement.	Always
Sanitising kit to be available in all sections of the kitchen which include a tray, bucket with fresh "SUMA San Quaternary" sanitising solution (200 ppm), wonder wipe and spray bottles with 200 ppm solution.	Always
Sanitise all surfaces and table tops using 200 ppm Suma San D10.1 prior to and after each shift. Suma San to be sprayed from the spray bottles and wiped with a paper towel.	Always

<p>Cooking ladles in each section to be washed with Suma Multi D2.3L and sanitised with Suma San D10.1.</p>	<p>Every hour</p>
<p>Disposable spoons to be used for tasting food.</p>	<p>Always</p>
<p>Team members to use knives from a sanitised tray. Pens, knives and peelers not to be shared.</p>	<p>Always</p>
<p>Standards of coloured chopping board to be strictly adhered to. Chopping boards to be washed with Suma Multi D2.3L and sanitised with Suma San D10.1.</p>	<p>Always</p>
<p>Team members to discard chef caps in the designated bin after use and deposit soiled uniform in the Uniform Room.</p>	<p>Always</p>
<p>Team members to be continuously trained on FSSAI guidelines and relevant records to be maintained.</p>	<p>Every month</p>
<p>Skull caps and Sterilium to be available near the hand wash sink at the kitchen entrance.</p>	<p>Always</p>
<p>Sanitised cutlery, chinaware, glassware to be handled by team members wearing gloves. Gloves to be changed frequently.</p>	<p>Always</p>

<p>Team members to wear industrial gloves while performing heavy cleaning activities. Hands to be washed and sanitised after each task.</p>	<p>Always</p>
<p>Soiled dusters to be kept in a covered bin soaked in 200 ppm Suma San D10.1 solution.</p>	<p>Always</p>
<p>All door knobs, handles and switches to be sanitised frequently with 200 ppm Suma San D10.1 solution.</p>	<p>Every two hours</p>
<p>All cleaning equipments, mops, reusable protective gear and gloves to be cleaned before and after every use. These should be sanitised with 200 ppm Suma San D10.1 solution.</p>	<p>Every use</p>
<p>Stewarding team members to be assigned to each section of the kitchen to avoid cross contamination.</p>	<p>Always</p>



March 31, 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Ameer Sohel S/O. Mr. Abid Ali**, has undergone **Job Training** in House Keeping Department at **Indana Palace, Jodhpur** with effect from **03rd January 2022** to **31st March 2022**..

During his tenure, he was found to be hard working and sincere.

We wish him success in his future endeavors.

For, **INDANA PALACE**



Santosh Vaishnav

(HR & Admin Manager)

Indana Palace Jodhpur, Opp. Military Officer Quarters, Benayakiya Road
Shikargarh, Jodhpur - 342015, Rajasthan
t: +91 291 718 4888 / 297 0958 f: 718 4899
e: reservations@indanahotels.com w: www.indanahotels.com

AMITY UNIVERSITY RAJASTHAN, JAIPUR



Dissertation

The study on the role of front office employe for fulfilling the
expectation and satisfaction of guest .

BACHELOR'S of HOTEL

MANAGEMENTAMITY SCHOOL OF

HOSPITALITY

Dissertation Supervision by:

Submitted by:

Ast. Pro Yashwant Rawal

Ameer sohel

Amity School of Hospitality

Amity School of Hospitality

Amity University Rajasthan

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INTRODUCTION

In the hotel industry, most researchers are interested in maximizing customer satisfaction; satisfied customers tend to return and make the profit to hotel. Hernon & Whitwan (2001) defined customer satisfaction as a measure of how the customer perceives service delivery. Liu (2000) stated, for example, that customer satisfaction is a function of service performance relative to the customer expectation. For this reason, it is important to understand how customer expectation is formed in order to identify the factors of service satisfaction. As Reisig & Chandek (2001) discussed the fact that different customers have different expectations, based on their knowledge of a product or service. This can be implied that a customer may estimate what the service performance will be or may think what the performance ought to be. If the service performance meets or exceeds customers' expectation, the customers will be satisfied. On the other hand, customers are more likely to be dissatisfied if the service performance is less than what they have expected.

As mentioned earlier, a greater number of satisfied customers will make the hotel business more successful and more profitable.

Previous research explored customer satisfaction regarding the service quality of all areas in the hotel so that the hotel can assess the customer perception. This study identified five factors of service quality by focusing on the front office staff only, and explored the customers' expectations and perception levels of these services at the Mercure Hotel Pattaya. The results of this quantitative assessment of service

quality might provide some insights into how customers rate the service quality and assessed customers' satisfactions at the Mercure Hotel Pattaya.

Service quality means the difference between the customer's expectation of service and their perceived service.

In this study, the assessment standards of Zeithaml, Parasuraman & Berry (1990) will be used, which consist of five dimensions: Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

SERVQUAL is an instrument for measuring service quality, in terms of the discrepancy between customers' expectation regarding service offered and the perception of the service received; Respondents are required to answer questions about both their expectation and their perception.

Customer expectation means uncontrollable factors including past experience, personal needs, word of mouth, and external communication about hotel service.

Customer perception means customers' feelings of pleasure and displeasure or the reaction of the customers in relation to the performance of the hotel staff in satisfying and dissatisfying the services.

ROLES OF THE FRONT OFFICE EMPLOYEES

The front staff plays an important role in the hotel. They are the first group who greet and welcome the guests on arrival. They have to contact with the guests more than staff in other departments and provide the service in meeting the needs and expectations of the guests.

Front office personnel include front office manager, Reservationists, Receptionists, Front cashiers, Telephone Operators, Night auditor, Guest relation officers, and Bellboys.

According to Long (2007), front staffs are the center of hotel operations, and their main functions are as follows:-

1. Front office manager supervises and control everything in the department. He/she observes the policy of the management department and is responsible for the training of newly-employed staff. Also, he/she plays a role in the staff development in order to work efficiently.
2. Reservationists are responsible for advanced hotel reservation and room booking through telephone, facsimile as well as the personal information of the hotel guests.
3. Front desk representative welcome the guests upon their arrival. They are also responsible for the rooms that are not reserved in advance, the registrations, the room number, the room key, and the guests, luggage by coordinating with the bellboy or other staff. Besides, they provide information; mail the letters, take message, take notes, and report the check-in and check-out statistics of the guests.
4. Front cashiers record guests, payment by producing receipts or daily notices. They also receive money from the guests and take care of the money from all sections of the hotel.
5. Telephone operators are responsible for the telephone contact, the Supervision of the hotel sound system, and the morning call.
6. Night auditor examines the record of guests, payment and offers services to the guests upon their check-in and check-out at night.

7. Guest relation officers always stand by at the desk near the lobby to offer help and advice and solve the guests, problems. They need to have good knowledge of the hotel and the major tourist sites in the city where the hotel is located. They also need to be fluent in at least one foreign language.
8. Bellboys are mainly responsible for the guests, luggage. They take the hotel guests to their room after they are informed about the room number and are given the room key. Sometimes, they need to answer or inform the guests about other hotel services.

☒ In addition, front staffs also are a base of operations during an emergency situation such as a fire, bomb threat, and medical emergencies. A capable, courteous and professional front office staff can make each guest stay a pleasant experience and ensure the guests, willingness to return.

The SERVQUAL approach

The SERVQUAL approach has been applied in service and retailing organizations (Parasuraman et al., 1988; Parasuraman et al., 1991).

Service quality is a function of pre-purchase customers, expectation, perceived process quality, and perceived output quality. Parasuraman et al. (1988) define service quality as the gap between customer's expectation of service and their perception of the service experience.

Based on Parasuraman et al. (1988) conceptualization of service quality, the original SERVQUAL instrument included 22 items. The data on the 22 attributes were grouped into five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This instrument has been made to measure service quality in a variety of services such as hospitals (Babakus & Glynn 1992), hotels (Saleh &

Ryan 1991), travel and tourism (Fick & Ritchie 1991), a telephone company, two insurance companies and two banks (Parasuraman et al. 1991).

SERVQUAL Dimensions

Previously, Parasuraman et al. (1985) identify ten determinants for measuring service quality which are Tangibility, Reliability, Responsiveness, Communication, Access, Competence, Courtesy, Credibility, Security, and Understanding/ Knowledge of customers.

Later these ten dimensions were further purified and developed into five dimensions i.e. Tangibility, Reliability, Responsiveness, Assurance and Empathy to measure service quality,

These five dimensions identified as follows:-

(1) Tangibility-

The physical evidence of front office staff is including a personality and appearance of personnel, tools, and equipment used to provide the service. For example, some hotel chains (e.g. Hilton, Mandarin, Sheraton, and Hyatt) consciously ensure that their properties are conformed to global standards of facilities wherever they are located. However, the researcher, in this study, is focusing on how well-dressed the front office staff are.

(2) Reliability-

The ability involves performing the promised service dependably and accurately. It includes .Doing it right the first time¹, which is one of the most important service components for customers. Reliability also extends to provide services when promised and maintain error-free records.

The following examples present the reliability factor.

Example 1: The staff performs tasks that have been promised to guests and resolve problems encountered by guests.

Example 2: The customers are sensitive to issue such as the telephone being picked up within five rings and their reservations being correct.

(3) Responsiveness-

The front office staffs are willing to help customers and provide prompt service to customers such as quick service, professionalism in handling and recovering from mistakes. It has been said that .Today luxury is time¹. Consequently, service providers, ability to provide services in a timely manner are a critical component of service quality for many guests.

The examples of responsiveness are as follows:-

Example 1: The staff is asking for customers, name, address, and postcode and telephone number during the telephone booking.

Example 2: The customers are asked to guarantee their booking, the different rates that they are offered and which ones they accept.

Example 3: The customers are offered alternative accommodation at a sister hotel and how efficiently that is arranged and reservation cards being ready to sign upon arrival.

(4) Assurance-

Assurance refers to the knowledge and courtesy of employees and their ability to convey trust and confidence including -Competence, Courtesy, Credibility and Security.

- A. Competence means possession of the required skills and knowledge to perform the services. It involves knowledge and skill of the contact personnel, knowledge and skill of operational support personnel, research capability of the organization.
- B. Courtesy involves politeness, respect, consideration, and friendliness of contact personnel.
- C. Credibility involves trust worthiness, believability, honesty; it involves having the customer's best interest at heart. Contributing to credibility is company reputation, personal characteristics of the contact personnel. The degree of hard sell involved in interaction with the customer.
- D. Security refers to the freedom from danger, risk or doubt. It involves physical safety, financial security and confidentiality.

Below are some examples of ASSURANCE DIMENSION-

Example 1: The guests expect to feel safe during their stay at hotel from the staff.

Example 2: The staff can handle effectively complaints and problems from the guests.

(5) Empathy-

Empathy refers to the provision of caring and individualized attention to customers including access, communication and understanding the customers.

- A. Access involves approach, ability and ease of contact. It means the service is easily accessible by telephone, waiting time to receive service is not extensive, hours of operation are convenient and location of service facility is convenient.
- B. Communication means keeping customers informed in language they can understand. It means listening to customers, adjusting its language for different consumers and speaking simply and plainly with a novice. It also involves explaining the service itself, explaining how much the service will cost, and assuring the customer that a problem will be handled.
- C. Understanding the customers means making the effort to understand the customer's need. It includes learning the customer's specific requirements, providing individualized attention, recognizing the regular custom.

For example:-

Example 1: The staff acknowledges the presence of customers at the reception and with a verbal greeting.

Example 2: The staffs are keeping eye contact, using customers, names and asking customers to return their key upon departure.

It is clear from the above results that customers like to be given enough individualized attention and treated with care. It thus allows the customers to easily approach and spell out their needs regarding the service being provided. Due to guest's desires that staff see things from their point of view, the hotel staff are piloting an empathy training program intended to help employees relate to their guests in a more empathic manner.

Customer's Satisfaction-

For this part, to understand satisfaction, the researcher needs to have a clear understanding of what is meant by customer satisfaction.

Definition of Customer's Satisfaction-

Most researchers agree that satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Oliver, 1980). As Kotler (2000, p.36) defined that satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. Additionally, Yi (1990) also stated that customer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product/service.

In conclusion, Customer Satisfaction is defined as a result of customer's evaluation to the consumption experience with the services. However, the customers have different levels of satisfaction as they have different attitudes and perceived performance from the product/service.

Customer's Expectation-

In this part, the definition of customer's expectation and Disconfirmation theory are revealed. In addition, the significance of customer's expectation which has influenced customer's satisfaction is discussed.

Definition of Customer's Expectation-

Davidow and Uttal (1989) proposed that customer's expectation is formed by many uncontrollable factors which include previous experience with other companies, and their advertising, customer's psychological condition at the time of service delivery, customer background and values and the images of the purchased product.

In addition, Zeithaml et al. (1990) stated that customer service expectation is built on complex considerations, including their own pre-purchase beliefs and other people.

Similarly, Miller also stated that customers' expectation related to different levels of satisfaction. It may be based on previous product experiences, learning from advertisements and word-of-mouth communication. Santos added that expectation can be seen as a pre-consumption attitude before the next purchase, it may involve experience.

Customer's expectation, are what the customers wish to receive from the services. The diversity of expectation definitions can be concluded that expectation is uncontrollable factors which including past experience, advertising, customers, and perception at the time of purchase, background, attitude and product's image. Furthermore, the influences of customers' expectation are pre-purchase beliefs, word of mouth communications, individual needs, customer's experiences, and other personal attitudes.

Different customers have different expectation based on the customer's knowledge of a product or service.

Disconfirmation Theory-

In marketing literature (Churchill and Surprenant, 1982; Oliver, 1980) as well as in recent information system studies (McKinney et al., 2002), the disconfirmation theory emerges as the primary foundation for satisfaction models. According to this theory, satisfaction is determined by the discrepancy between perceived performance and cognitive standards such as expectation and desires (Khalifa and Liu, 2003).

Customers' expectation can be defined as customer's partial beliefs about a product (McKinney, Yoon and Zahedi, 2002). Expectations are viewed as predictions made by consumers about what is likely to happen during impending transaction or exchange (Zeithmal and Berry, 1988). Perceived performance is defined as customer's perception of how product performance fulfills their needs, wants and desire (Cadotte et al., 1987). Perceived quality is the consumer's judgment about an entity overall excellence or superiority (Zeithmal, 1988). Disconfirmation is defined as consumer subjective judgments resulting from comparing their expectations and their perceptions.

Disconfirmation theory was declared that satisfaction is mainly defined by the gap between perceived performance, expectations and desires which is a promising approach to explain satisfaction. This theory

was proposed that satisfaction is affected by the intensity (or size) and direction (positive or negative) of the gap (disconfirmation) between expectations and perceived performance.

Expectation disconfirmation occurs in three forms:-

- 1) Positive disconfirmation: occurs when perceived performance exceeds expectations.
- 2) Confirmation: occurs when perceived performance meets expectations.
- 3) Negative disconfirmation: occurs when perceived performance does not meet and is less than the expectations.

It is more probable for customers to be satisfied if the service performance meets (confirmation) or exceeds (positive disconfirmation) their expectations.

On the contrary, Satisfaction customers are more likely to be dissatisfied if the service performance is less than what

They expected (negative disconfirmation). Khalifa & Liu (2003) discussed that taking expectation disconfirmation as the only determinant of satisfaction; this theory does not cause the fact that if high expectations are confirmed, it would much more lead to satisfaction than confirmation of low expectations. To resolve this drawback perceived

Performance is included as an additional determinant of satisfaction. In other words the only way to ensure satisfaction is to empirically create disconfirmation by manipulating expectations and performance..

SERVQUAL 5 DIMENSIONS MODEL APPROACH

Service characteristics

Four specific customer service characteristics have the greatest impact on repeat business and customer satisfaction in the hospitality industry:-

1) Competence, 2) Friendliness,

2) Knowledge, 4) Service attitude.

1) Competence refers to the hotel front desk employees' problem solving and working performance.

2) Friendliness refers to their professionalism and dedication.

3) Knowledge refers to the hotel-specific knowledge, skills, and other information that the employee holds about their industry and their specific job.

4) Service Attitude includes service providers' enthusiasm, grace, politeness, and kindness as well as their patience, conscientiousness, and empathy. In addition, service attitude is one of the most important aspects in service industry.

COMPETENCE

According to Webster's dictionary, it defines competence as the ability to carry out an assigned task efficiently and without failure or compromise. Competence effectively satisfies companies' and employees' service value. Further, it signifies that the worker understands the area of expertise of the assigned work and is prepared to handle any 16 problems that may come in the line of work.

A competent hotel employee comprehends their tasks and is able to use the learned skills for both hotel improvements and the specific tasks with which they are entrusted.

Hotel employees' competency is one of the most important factors that determine whether customers intend to revisit or not. The front desk employees in hotels play a more important role than the front line employees in other enterprises such as venture capital, retail companies etc because they manage so much of the customer experience. Where the front desk employees in other enterprises have slightly

easier tasks such as receiving packages or showing clients to a meeting room, hotel front desks greet customers, ensure proper services, and make sure rooms are prepared.

Because the front desk is the FACE OF THE HOTEL, their Competency will help determine how long customers are willing to stay with the hotel next time. In addition, if customers already had a good experience with the hotel, they are more likely to promote the hotel with their friends, and families to revisit the hotel.

Hence, the competence is an important factor to satisfy customer's satisfaction.

If customers need help, the front desk should both provide basic service and attend to extra concerns based on problem solving and working performance.

Front desk employees must be attentive and pay close attention to the customers' mood and emotion and satisfaction, so that they can tell what kind of customers they will be and thereby accommodate them. This also shows that the hotel is trying to offer their best appearance and emotional care towards customers.

The customers will thus associate the good impressions of the particular employee with the hotel in the long run and are more likely to come back to the same hotel they stayed at because of that great service and treatment.

Therefore, employees' competency earns trust from customers and creates a hospitable environment in the hotel. Their ability of problem solving and working performance determine the extent of customers' trust. In addition, if customers trust hotel employees, it is equal that they will trust the entire hotel as well.

If the hotel employees provide their genuine and high quality services, there is no doubt that it will benefit their hotel marketing, sales, and reputation in the hospitality industry.

FRIENDLINESS

Friendliness In the context of service industries, friendliness refers to a characteristic of behaving as a friend that is, being kind, welcoming, outgoing, and pleasant in customer interaction. Having a friendly employee is the best way to impress the guest and show them professionalism and dedication.

A good front desk employee will create a comfortable welcoming environment for the guest, and their friendliness should be visible to the customers even before the employees can say a word to them. Moreover, the front desk employee is the first person that a guest will meet every day since it is the doorway to other parts of and other rooms in the hotel. Thus, they must always be friendly and professional, as they are the only point of contact between the hotel and the guest before accessing other places within the hotel. They must also stay calm under pressure as a gesture of kindness, even when they are dealing with personal emotional issues.

KNOWLEDGE

Knowledge refers to the facts, skills, and other information that one holds about their field and their specific job. In terms of hospitality industry, hotel knowledge determines service quality as well. It is acquired from theoretical studies, but it is used for practical understanding of the subject matter. In the hotel setting, familiarity with the hotel, as well as its tools and operations, indicate to customers how knowledgeable about the hospitality industry the employee likely is.

Customers can also tell if a front desk employee is knowledgeable about the business by how well they handle incoming calls and emails, which will make the customer feel like they too will get a similar type of treatment. Additionally, by showing confidence when helping customers, a front desk employee can

also make them trust that the employees at the hotel are knowledgeable in their fields. This builds the customers' confidence in the employee and therefore the hotel, which can help build customer loyalty.

Based on the statistics from International Student Guide, almost 90% of hotel MIT (Management in Training) program employees owe a degree of hotel management from college or university (Marcel, 2014). If hotel front desk employees graduated from hotel management program, they must be familiar with hotel-specific knowledge. It is important for them to use specific knowledge to hospitality industry.

For example, front desk employees need to know all the adequate information about hotel activities and facilities, and front desk employees need to know how to handle check-in system. Some knowledge of hotel is learned from the hotel working experience. However, how to be knowledgeable as a hotel employee is learned from school.

Hotel companies such as Marriott, Hyatt and Hilton would likely to hire new employees from university or college because they all think hotel specific knowledge are important to learn in order to help hotel management.

SERVICE ATTITUDE

Service attitude includes a service provider's feelings and behaviors towards customers. More specifically, it encompasses a number of components of how an employee presents themselves to customers, including their enthusiasm, grace, politeness, and kindness as well as their patience, conscientiousness, and empathy.

Additionally, customers can read hotel employees' body language to feel whether they are showing a positive service attitude or not. This matters because service attitude is central to the customer's perception of the influence, ability, knowledge, and behavior of the front line employees. Further, service attitude can influence customers' mental states and physical needs.

It is thus a cornerstone in determining the customers' perceptions of the interaction quality and service quality. Customers may change their impressions of the employees and the hotel—which in turn affects repurchasing decisions—if the receptionists show a positive service attitude during their communication.

Importance of service quality & customer satisfaction

Customer Loyalty:

Happy customers are loyal customers. Not only is it important for you to provide stellar service, but awesome products as well.

Such as building personal assistance services for traveling customers or making special concessions for avid repeat consumers. Be sure you have items on hand so when your customer needs you and your products, everything's available. A customer who has to continuously wait for you to do your part may grow tired, no matter how loyal, and venture off to your competition. Keep customers loyal by focusing on them at all times.

Happier Environment:

The physical perception imparted by your hospitality business is important in achieving customer satisfaction. Your restaurant or hotel need not spend lots of money to create an amicable environment. Over-the-top interior design can be perceived as either cold and off-putting, genial and inviting or somewhere in between.

The difference lies in the emotive quality of your employees — the main ingredient in creating a special experience for your guests. Your environment must be clean, well-lit and comfortable, however, for your customers to feel at home.

Increased Security:

When customers are paying to be served, they expect to be able to relax and enjoy themselves without worrying about security. A secure environment means having plenty of friendly employees visible to guests from the moment of arrival to departure. Helpful, too, are frequent interactions with guests to instill a sense of inclusion in the goings-on at your establishment. Security need not be overt, however. Armed and uniformed security guards will frighten guests rather than impart a sense of safety.

Better Value:

Your guests need to believe they are receiving an excellent value for their money. Value can be inexpensively included in their visit in the form of discounts, free candy or snacks, bottled water at no charge, gift cards and the like. Guests generally don't expect these perks so they can build repeat business — a sure sign of customer satisfaction!

Front Desk Associate Responsibilities and Duties

- Administer all guest departure on everyday basis and ensure compliance to all established manual and computer procedures.
- Monitor all inquiries for reservation and manage all communication with clients for hotel rates and assist to increase revenue through occupancy.

- Develop and maintain effective professional relationship with all clients and provide assistance on phone and in person.
- Monitor all work of employees and ensure optimal performance of hotel departments and ensure compliance to all established standards.
- Ensure optimal level of customer services for all guests and manage all communication with guests for check in and check-out process.
- Maintain neat and clean desk and lobby area at all times and greet all guests with courtesy.
- Administer and perform all cashier functions and perform efficient cash drawer and ensure accuracy in calculating all credit card payments.
- Analyze all hotel functions and maintain standards and recommend strategies to increase revenue for hotel.
- Monitor all operations and ensure compliance to all quality assurance standards when dealing with customers.
- Coordinate with laundry department and assist to clean guestrooms

DUTIES OF FRONT OFFICE SUPERVISORS

- Supervise the efficient operations of reception including check in/out procedures.
- Support team members in handling guest requests and enquires to ensure a positive outcome is achieved.
- Ensure that both the Front Office Manager and Reception Supervisors are kept fully aware of any relevant feedback from Guests and/or other departments.

- Demonstrate a high level of customer service at all times.
- Advise team of any special events or VIP Guests in the hotel for events or for general accommodations.
- Understand thoroughly all hotel room categories, room rates, packages, promotions and other general product knowledge necessary to perform daily duties.
- Monitor the appearance, standards and performance of the Front Office Team with an emphasis on training and teamwork
- Maximize room occupancy and use up-selling techniques to promote hotel services and facilities.
- Ensure Team Members have a current knowledge of all room categories, room rates, packages, promotions, local area and other general product knowledge necessary to perform their duties.

- Demonstrate positive leadership characteristics, which inspire Team Members to exceed standards.
- Act in accordance with fire, health and safety regulations and follow the correct procedures when required.
- Act in accordance with policies and procedures when working with front of house equipment and property management systems.
- Follow and adhere to company brand standards.
- Assist other departments wherever necessary and maintain good working relationships with Team Members.
- Work with your Manager to identify a specific project to complete during your internship placements.

- To monitor and review the checklist of all the arrival and departures.
- To give a warm welcome to all the guests especially the VIP's and to provide them with the best possible services.
- To handle the booking and reservation duties and to resolve issues if there are any complaints, especially about the quality of services delivered by the staff members.

FRONT OFFICE MANAGER DUTIES AND RESPONSIBILITIES:

1. Trains, cross –trains, and retrains all front office personnel.
2. Participates in the selection of front office personnel.
3. Schedules the front office staff.
4. Supervises workload during shifts.

5. Evaluates the job performance of each front office employee.
6. Maintains working relationships and communicates with all departments.
7. Maintains master key control.
8. Verifies that accurate room status information is maintained and properly communicated.
9. Resolves guest problems quickly, efficiently, and courteously.
10. Reviews and completes credit limit report.
11. Directs & coordinates the activities of the FO department.
12. Perform the function of a link between the management & front office employees.
13. Perform budgeting function.
14. Plan the present & future need of resources.

15. Schedules the tasks of the front office employees.

16. Evaluate the job performance of front office staff & fills their appraisals.

17. Conduct training programs.

18. Resolve guest problems quickly, efficiently & courteously.

19. Reviews all reports generated by all the sections, included night auditor's report.

20. Ensure all SOPs (Standard Operating Procedures) are followed.

21. Maintain coordination & good communication with other departments of the hotel.

22. Conduct regular staff meetings & staff briefing.

23. Resolve employee grievances.

24. Motivate the staff to work in a team to achieve the organization objectives.

25. Coordinate with the sales & marketing team to ensure maximum sales of hotel rooms

DUTY MANAGER DUTIES AND RESPONSIBILITIES:

- Greets the VIP guests of the hotel. As directed by the Front office Manager, Performs special services for VIP Guest's.
- Assists in VIP's arrival departure in absence of guest relation officers.
- Checks cleanliness of lobby and public areas, lights and as well as front office staff in proper and orderly appearance and behavior.
- Checks on registration cards of arriving guests and ensures all information should be filled on each cards either by Guest Relation Officers or the guests.
- Assists in sending guest messages or faxes.
- Gives the instructions to the Night Reception, during the high occupancy periods, regarding: walk-in guests and release room blocked because of no- shows
- Assists in handling room lock problems.
- Prepares and checks for VIP's arrival and escorts guests to rooms.

- Co-ordinates with all departments concerned in order to maintain Front Office functions properly.
- Operates the front office computer system in order to assist front office attendants.
- Checks group department, fit and ensure switchboard makes appropriate wake up calls.
- Handles guest complaints and other related problems and reports on the Assistant Manager's log book.
- Assists reception, business centre, cashier, concierge and bell captain during they are busy.
- Answers
- Guests inquires, handles complaints and attend to the needs of the guests.
- Approves and sign for allowances, rebates etc., as required by Front Office Cashier.
- Authorises charges to be made for late departures and/or compliments on them.
- Promotes and maintains good public relations.
- Motivates and maintains good staff relations.
- Maintains and be guided of hotel policy on credit/lost and found hotel guests properties.

- Follows up in credit check report, liaise with credit manager.
- To responsible for front office operation during the absence of Front Office Manager.
- To discuss all matters that needed to follow up with the next shift Reception Manager.
- Approves the working schedule for the front office attendants and submits them to front office manager.
- Conducts and ensures the neat of appearance of front office attendant as well as correct attitude and behavior, discusses problems that encountered on this point with front office manager, assistant front office manager and their shift leaders.
- Assigns and Approves Duty roster for all Front desk staffs.

RESEARCH METHODOLOGY

PRIMARY METHOD-

- QUESTIONNAIRE-

② Questionnaire filled by guests from RAWLA MRIGNAYANI, a HERITAGE CLASSIC PROPERTY situated in JAIPUR, near CITY PALACE.

- ☒ Questionnaire filled by 60 guests –including, Indian and foreign guests.

- ☒ Questionnaire contains 25 questions based on each dimensions Service Quality- (TANGIBILITY, RELIABILITY, RESPONSIVENESS, ASSURANCE, & EMPATHY).

- ☒ 5 question each for each dimension.

DATA ANALYSIS

I have used BAR GRAPH method for analyzing my DATA from the questionnaire.

☒ TANGIBLE DIMENSIONS-

- Out of 60 guests, 30 guests have agreed that the lobby atmosphere and décor are appealing, 20 guests have strongly agreed that the lobby has appealing atmosphere, and 10 guests have disagreed about the good appearance of lobby.

(Therefore, to increase the satisfaction rate of the guest regarding lobby appearance, Hotel should work on the décor and interiors.)

- Out of 60 guests, 20 strongly agreed that the employees are in neat appearance and 40 agreed that the employees are in neat and clean appearance.

- Out of 60 guests, 40 agreed that the reception area and lobby area is clean, whereas, 10 have strongly agreed and rest 10 have disagreed that the lobby is clean.

(So, to improve more satisfaction, hotel should strict public area staff for cleaning lobby area more efficiently thoroughly)

- Out of 60 guests, 30 agreed, 20 strongly agreed, and 10 strongly disagreed that the employees at front desk are groomed.

(Hotel staff should improve their grooming better for more satisfaction)

- Out of 60, 20 strongly agreed, 20 agreed, 10 disagreed and 10 disagreed that employees of front office staff provides detailed information.

(To improve the scale, employees should be more trained by their managers and supervisors in learning more and more about the hotel, its facilities and general information about city)

- Out of 60 people, 30 strongly agreed, 20 agreed, and 10 disagreed, that staff performs task that have been promised.
- Out of 60, 20 strongly agreed, 10 agreed, 20 strongly disagreed and 10 disagreed that the staff provides services at promised time,
- (Therefore, service quality needs to be improved, should not make check-ins delay at time of hustle, each guest should be interacted quickly.)
- Out of 60 guests, 20 guest have strongly agreed, 20 agreed, 10 strongly disagreed, and 10 agreed that the staff shows interest in solving guest problems)
- (Therefore, staff should listen to their guest problems patiently and try to fix it as soon as he can for improving service quality)
- Out of 60 guests, 20 strongly agreed, 30 agreed, and 10 disagreed that the hotel keeps accurate records.

❓ RESPONSIVENESS DIMENSION-

- Out of 60 guests, 10 strongly agreed, 30 agreed and 20 disagreed that the employees take immediate action on guest's complaints.

(Service quality needs to be improved and their complaints need to be solved immediately on time without any delay)

- Out of 60 guests, 20 strongly agreed, 30 agreed and 10 guests have disagreed that employees are never too busy to respond to their requests.

(Inter-departmental relations should be improved for providing best services to the guests).

- Out of 60 guests, 40 agreed, 10 strongly agreed and 10 disagreed that the employees of front office do not make delay on responding to calls, emails etc.

(Therefore, employees should be active and available while handling guest calls and emails).

❓ ASSURANCE DIMENSIONS-

- Out of 60 guests, 40 have strongly agreed, and 20 have agreed that the front office staffs are knowledgeable, and competent.
- Out of 60 guests, 20 have strongly agreed, 20 have agreed, 10 have disagreed and 10 have strongly disagreed that the employees solve problems with satisfaction.
- Out of 60 guests, 20 have strongly agreed, 20 have agreed, 10 have disagreed and 10 have disagreed that the employees greeted them warmly and smile.

(Staff should the hospitality norms where smiling face is the first impression of satisfaction)

- Out of 60 people, 20 have agreed, 10 have strongly agreed, 20 have strongly disagreed, and 10 have disagreed that the behavior of the employees instills confidence in the guests.

(Service quality needs to be improved by building comfortable zones for each guest)

- Out of 60 guests, 20 guests have strongly agreed, 20 agreed, 10 disagreed and 10 strongly agreed that the employees are helpful. (Service quality needs to be improved)

🔍 EMPATHY DIMENSIONS-

- Out of 60 guests, 20 have agreed, 10 have strongly agreed, 10 have strongly disagreed, 10 disagreed that employees listen carefully to guest needs.

(Guests needs to be taken care of completely by providing best service quality that too on time)

- Out of 60 guests, 20 have strongly agreed, 30 agreed, 10 have disagreed that the employees understand specific needs.
- Out of 60 guests, 20 guests strongly agreed, 10 agreed, 20 strongly disagreed and 10 have disagreed that the employees shows care and courtesy to the guest.

(Not just providing service is enough, but also showing great care and support to the guests is important and compulsory)

- Out of 60 people, 40 have agreed and 20 have strongly agreed that the Overall hotel provides good quality service and satisfaction to the customers

LIMITATIONS

1. The respondents in this study included limitation 60 customers at the Rawla Mrignayni palace. If the subjects were drawn more than 60 respondents, the result would be more generalized.
2. This study only focused on measuring customer satisfaction with front office service quality. Other departments (e.g. food & beverages, housekeeping,

sport & recreational facilities) are essential departments that were not included in the scope of the present research

3. When the questionnaires were distributed to the respondents, it was difficult to collect the data in time. Some customers refused to participate in this survey. Moreover, some did not return the questionnaires to the front desk in time. If the respondents were more willing to offer feedback, the results would have been useful for improving hotel service.

CONCLUSION

Service businesses have been growing rapidly in recent decades, while customer demand for high quality service is increasing. To remain competitive, the hotel needs to analyze customers expectation and perception towards the service quality of its front office staff.

In this research, the SERVQUAL instrument, developed by Parasuraman (1985), has been applied in designing the questionnaire by using five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy.

Data collected from a questionnaire were distributed to 60 guests who stayed at the Rawla Mrignayani Hotel. The questionnaire aimed to determine the level of customer's expectation and perception towards the service quality of front office staff.

The results revealed that the Empathy dimension and Tangibility dimension raised and fulfilled the highest level of perception and expectatio

The study focused further on the gap between customer's expectation and their perception of front office service quality. The results showed that the overall mean score of perception was higher than expectation in all dimensions, yielding a positive SERVQUAL gap. Hence, customers were satisfied with all dimensions of service quality.

In this study, the findings showed that most respondents identified tangibility as the most important factor in determining satisfaction. Moreover, their perception of service exceeded their expectation. The findings of this study were in contrast with previous study of Juwaheer and Ross (2003) who studied service quality in Mauritian hotels. They found that by focusing on assurance and reliability, a hotel could achieve high levels of satisfaction and service quality.

OBJECTIVE OF STUDY

1. To assess customers' expectation and perception level towards service quality of the front office staff in five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al. 1988).
2. To analyze the discrepancy gap between customers' expectation and perception towards service quality of the front office staff.
3. To improve service quality in the hotel for future.
4. To receive better feedbacks from guests and earn profitability in business.

A

RESEARCH PROJECT

ON

“ROLE OF FRONT OFFICE EMPLOYEES IN PROVIDING SERVICE QUALITY AND SATISFCATION TO THE GUESTS.”

Supervisor,

Submitted by,

Mr. Yashwant Rawal,

Ameer Sohel

(Professor (ASH)

BHM (8TH SEM)



**AMITY SCHOOL OF HOSPITALITY
AMITY UNIVERSITY RAJASTHAN**

DISSERTATION

2018-2022

SCOPE OF WINE & FOOD HARMONY IN INDIA

**SUBMITTED BY:
ANUSHA GEHLOT
SUBMITTED TO:
DR. CHEF SAURABH SHARMA**

ACKNOWLEDGEMENT

I am extremely thankful to the **DR. CHEF SAURABH SHARMA** and for his guidance, encouragement and providing me the opportunity to work on this topic. The completion of the undertaking could not have been possible without the participation and assistance of so many people whose names may not be enumerated

I would also like to pay my gratitude to my professors for helping me out to gain knowledge, sincerity and discipline needed in the hotel industry so that I am able to work diligently.

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OBJECTIVE OF WINE AND FOOD HARMONY

- To know how to enhance the dining experience with wine.
- To analysis increase Growth of wine tourism in India.
- To know about Best wine for Indian food paring
- To know Effects of wine with Indian food and human health

RATIONAL OF THE TOPIC

Better understanding of food and wine pairing knowledge, and the ability to predict successful food and wine matches can be beneficial for the average person, food and wine professionals and educators. Harrington (2005) and Pettigrew and Charters (2006) suggest that consuming food and wine together can enhance the overall dining experience and the social setting. Individuals seeking to enjoy food and wine combinations can greatly increase their satisfaction by using this information to make more informed decisions regarding food and wine Selection.

Food and wine professionals, with food and wine pairing knowledge, are better equipped to recommend food and wine combinations that meet and exceed customer expectations. This increased level of customer satisfaction can help businesses increase not only their average check size but their overall profits.

will help for educational field , this information can be beneficial to educators so that they can provide a more well rounded knowledge that addresses more in depth information about why certain food and wine combinations succeed or fail. Responding to the growing consumer interest in food and wine and other aspects of gastronomy, educators can also provide their students with valuable information that expands upon the traditional curriculum of basic business issues and other introductory courses.

EXECUTIVE SUMMARY

Indian wine has a long history dating back to the time of the Indus valley civilization when grapevines were believed to have been introduced from Persia. Winemaking has existed throughout most of India's history but was particularly encouraged during the time of the subcontinent. Following the country's independence from the British Empire, the constitution of India declared that one of the government's aims was the total encouraged vineyard to convert table grape and raisin production. India has recently received his first order of wine exports to the US and Indian wines were also being served in restaurant-both Indian and western. Approx 0.1 million liter of wine is exported to France, Italy, Germany, USA, New York, U.K. and Singapore from Maharashtra state .There is more awareness about wine as a product in Indian market. Imported wines already constitute approx 20 percent of the total wines in India. The Indian wine industry is currently on upswing. Production and consumption are expected to increase by 25% to 30% over the next 4 to 5 years. Due to early stages of market growth, the industry enjoy with the global benchmarks. Therefore orientates the industry highly towards the domestic market and much less towards the domestic market and much less towards exports. The research titled "scope of Wine and food harmony in India" Market Overview, provides deep analysis of the Indian Wine market with size in terms of both value and volume of Wine market and also provides market share of different segments. During this research I want to find out the wine tourism in India and domestic consumption and also find out the pairing of Indian wine with Indian food. Through this research I want to find out the best city, state in India who can produce best wine in Indian and also find out the scope of wine and food harmony. This research helps me to find out wines of India and procedure to pairing of wine with food. Which help to enhance the dining experience? And help to increase the profit of hotels and restaurant with give the guest best quality service. In this research I will mention wineries and vineyard of India with the proper record of wine and mention the climate detail .also and some other data. Through this research I will find the best property of pairing Indian food and wine and what people think about this thing and it has scope in India in future. The purpose of this study was to understand different types of wine and food especially Indian, how

DISSERTATION REPORT

“Impact of Covid-19 Pandemic in Hospitality Industry”



**AMITY
UNIVERSITY**

Submitted in partial Fulfillment of requirements for the award of Degree of BHM

Submitted by:

**Karamdeep Singh
BHM(8th SEM)
(2018-2022)**

Under the guidance of: Mr. SUSHIL KUMAR SIR

AMITY UNIVERSITY RAJASTHAN

Abstract

This study aims to investigate the effects of the corona virus epidemic on hospitality industry. In the study, evaluations were made by taking into consideration both the guest statistics and the opinions of the managers of the business. The analysis was done with the help of Excel and MAXQDA programs. As a result of the analysis, serious decreases were observed in both the group and individual sales in the overnight stay, income, incoming guests and occupancy rates of the business after the outbreak of the epidemic. The epidemic also affected the business in the short term in terms of crisis management and psychology. This study is one of the field studies showing the repercussions of the corona virus on tourism with the help of data. It also provides an insight into how hospitality businesses are acting in such a crisis situation. Therefore, the work is considered to have an important place in the literature.

INTRODUCTION

In the 21st century, when globalization surrounds the world, the tourism industry is growing at a faster rate day by day (Tosun et al. 2003; Oh, 2005; Raymond and Brown, 2007; Tang and Abosedra, 2012; Tang and Tan, 2013; Cárdenas-García et al. 2015; Fahimi et al., 2018). This growth especially accelerated after World War II (Eadington and Redman, 1991). Smith (1998) states that mass tourism has had a significant upward trend since World War II and the historical perspective developed here indicates that contemporary mass tourism was initially small in scale and later expanded in connection with European and American overseas travels during the post-war era of restructuring. For example, according to international tourist arrival statistics, while 25 million people travelled in 1950, this number increased to 459 million in 1990 (Jayawardena, 2002). These travel numbers increased to levels as high as 1.4 billion in 2018. In the same year, the economic power of international tourism increased as well. Tourism accounts for 7% of total global exports and 29% of world services exports (UNWTO, 2019). Many factors affect this growth positively, especially the improvement of the welfare level of the societies, and the increase in the disposable income and spare time of individuals (Lickorish et al., 1997). However, the tourism industry has a vulnerable and dynamic structure that can be affected very quickly by external events (Gamble, 1992; Lee and Harrald, 1999; Soyak, 2013). There is a very important element that fuels this dynamic structure and constitutes an important aspect of globalization. This element is Information and Communication technologies. Each development in these technologies enables people to receive instant news even about events in faraway places. Therefore, the smallest misfortune that can affect tourism activities in a destination spreads immediately and affects the ideas of potential tourism demand (Buhalis and Law, 2008; Xiang

and Gretzel, 2010; Paraskevas et al., 2013; Nezakati et al., 2015; Del Chiappa and Baggio, 2015). Indeed, touristic destinations carry out activities in order to become smart with digitalization (Wang et al., 2013; Buhalis and Amaranggana, 2014; Boes et al., 2015). Mobile technologies in particular have a critical function at this point (Eriksson, 2012; Egger, 2013).

Crisis is one of the events by which the tourism industry is most affected due to its dynamic structure. Economic crises are among the significant events affecting the tourism industry (Pambudi et al., 2009; Papatheodorou et al., 2010; Stylidis and Terzidou, 2014). The international scope of these crises deepens their possible effects on tourism. The best example of this is the 2008 economic crisis. There are many statistics about the effects of this crisis on international tourism movements in the world. For instance, in the period of April/January 2009, there was an 8% decrease in international arrivals compared to the same period of the previous year. Likewise, an 8% drop in airline passenger traffic occurred. Accommodation statistics also support this decline. For instance, accommodation statistics in 2009 for the Asia-Pacific region and Europe showed a decline of around 30% and about 33%, respectively (Smeral, 2009; UNWTO, 2009). The economic crises affect both supply and demand in tourism. For, along with the economic crisis, the impacts on the purchasing power of citizens due to unemployment (Alegre et al., 2013) in the country where the crisis is experienced cause a contraction in tourism demand (Dynarski and Sheffrin, 1987; Arulampalam, 2001). Indeed, the reason for the contraction in tourism in 2009 due to the 2008 crisis is the decrease in GDP per capita. Due to this crisis, GDP per capita saw a decrease of 3.39% in the world, 4.37% in the European Union countries and 4.74% in the USA (Eugenio-Martin and Campos-Soria, 2014). In addition, the disruption of investment activities due

to economic crises also brings about contraction in the supply of tourism in the long term.

Diplomatic and political crises are among the other important crises that affect the tourism industry. Political tensions between two countries cause these countries to impose embargo against each other. Thus, there may be a contraction in the travels of citizens of any country to another country (Gilss, 2008) because tourists can be targeted at in countries with political instability (Hall and O'Sullivan, 1996). Diplomatic and political tensions in the second half of the 20th century, especially the energy-related crises, affect tourism movements (Hall, 2010). The bipolar system called the Cold War further deepened the diplomatic and political tensions affecting the world in many respects, especially in tourism.

The dynamic nature of tourism causes the developments in the industry to be affected by natural disasters as well. Especially natural disasters such as earthquakes, floods, tornadoes, hurricanes, volcanic eruptions and so on cause a contraction in tourism demand (Huang and Min, 2002; Tse, 2006; Aguirre, 2007; Erol, 2010; Hall, 2010; Walters et al. 2016).

Personal safety is the most important factor for tourists during touristic activities (Hall et al., 2003). In this sense, war and terrorism, which are among the most important problems that threaten the security of tourists, negatively affect tourism activities (Smith, 1998; Faulkner, 2001; Thompson, 2011). For example, in the regions where the Gulf War occurred in 1991 and the September 11 attacks took place in 2001, there was a contraction in tourism demand for the following years (Scott and Laws, 2005). Indeed, there is such a great interaction between terrorism and tourism that touristic destinations became the intended targets of terrorist activities in certain periods of history (Sönmez et al., 1999; Pizam and Smith,

2000). An attack on foreign tourists is an action that weakens the local government in power through the loss of tourism revenues. It is estimated that this link between terrorism and tourism will increase due to the fact that the problem is not new, and its political and economic effects are likely to grow further (Richter and Waugh 1991). These terrorist acts aim to create an unsafe image for the tourist destination, thereby scaring tourists and preventing their visits (Sonmez, 1998). Another important reason why tourists refrain from traveling due to safety concerns is health (Chen et al., 2004). In this research, the effects of the coronavirus epidemic, which broke out in China in recent months and had international impacts, on the hospitality industry. Detailed information on this subject is given in the following sections of the research.

Coronavirus

The coronavirus belongs to the Coronaviridae family and the Nidovirales group (Huang et al., 2020). The virus is among the respiratory, enteric, hepatic and neurological diseases that are becoming widespread in many mammals, humans and bird species (Song et al., 2020; Lu et al., 2020). Also, it is one of the RNA-enveloped viruses (Song et al., 2020). Six types of the virus affect human health. While four of them, 229E, OC43, NL63 and HKU1, are common, the virus shows its effect only in the form of common cold in people with stronger immune systems. The other two types are coronavirus (SARS-CoV), which caused severe acute respiratory tract infections in 2002, and the Middle East respiratory coronavirus (MERS-CoV) of 2012 (Zhu et al., 2020).

In 2003, coronavirus (SARS-CoV) became an international epidemic with a patient mortality rate of 10% (Wang et al., 2020). The epidemic caused the death of 774 out of approximately 8098 people infected with the disease. MERS-CoV first appeared in Saudi Arabia in 2012 (Li and McCray Jr., 2020). Bats are thought to be a source of coronavirus (Chu et al., 2020; Killerby et al., 2020; Menachery et al., 2020). The MERS-CoV virus could cause acute respiratory tract infection, multiple organ failure, and finally death (Li and McCray, 2020). In addition, the virus caused the death of approximately 850 out of 2494 patients (Chung et al., 2020). While the mortality rate for SARS was 10%, that of coronavirus in 2012 was 35%. Although the death rate was high, the rate of spread was low. The opposite is true for COVID-19, though. While the rate of spread is high in the new coronavirus, the mortality rate is low. This virus is also seen in camels. Both are zoonotic (Chu et al., 2020). Finally, this new virus, which is the third, has been called 2019-nCoV coronavirus in the area of medicine (Munster et al., 2020; Gralinski and Menachery, 2020).

2019-nCoV belongs to lineage B from the Beta coronavirus family (Wang et al., 2020). It is associated with the aforementioned viruses, but differentiated from them by undergoing mutation over time (Backer et al., 2020). The virus is transmitted from person to person through droplets or direct contact. The incubation period of the virus was calculated to be 6.4 days, and the reproduction number was calculated to range between 2.24-3.58. The symptoms in those infected with the new coronavirus pneumonia or Wuhan pneumonia virus are fever and subsequent coughing (Huang et al., 2020). Later, symptoms such as fatigue, headache and sputum are observed (Paules et al., 2020). People who died

due to the 2019-nCoV virus experienced severe pneumonia, pulmonary edema, ARDS, or multiple organ failure (Chen et al., 2020).

The coronavirus (2019-nCoV) emerging in China is spreading gradually, creating a global health problem (Phan et al., 2020; Lai et al., 2020; Munster et al., 2020; Wang et al., 2020; Corman et al., 2020; Menachery et al., 2020; Chang et al., 2020). The virus first appeared in the city of Wuhan in the Hubei province of China in December 2019 (Corman et al., 2020; Gralinski and Menachery, 2020). 49% of the cases were found to have been to the Huanan seafood market before being infected with the epidemic (Wang et al., 2020; Li et al., 2020; Perlman, 2020). Many of the patients infected before January 1, 2020 have been confirmed to be associated with the Huanan seafood wholesale market compared to subsequent patients (Chang et al., 2020; Holshue et al., 2020). The number of cases in Wuhan is around 1700 (Du Toit, 2020). The number of cases increased by several times in 7-7.4 days. At intervals of approximately 7.5 days (95% CI, 5.3 and 1.9), it reaches the number equal to 2.2 times the basic reproduction number (95% CI, 1.4 and 3.9) (Li et al., 2020).

The virus has spread to many parts of the world, especially to Asian and American countries such as Thailand, Japan, Korea, USA, Vietnam and Singapore (Corman et al., 2020). In addition, the numbers are increasing rapidly in Germany, France, UAE and 24 countries (Grifoni et al., 2020). Especially in Iran and Italy, there are serious increases in the number of cases and deaths.

Impact Of Covid-19 On Tourism Industry

The Tourism industry has been one of the largest contributors to India's GDP in recent years increasing from a share of 6.70% in 2017 to 9.20% in 2018. The Government of India ("GOI") over the past few years has taken various supportive measures and has focussed on making India a global tourism destination by promoting schemes like 'Incredible India', 'Atithi Devo Bhava', 'Swadesh Darshan' and 'Pilgrimage Rejuvenation and Spiritual Augmentation Drive' (PRASAD). The World Travel and Tourism Council ("WTTC") 2020 has reported that in the year 2019, tourism generated 39,821 million jobs in India, which is 8.0% of total employment in the year 2019.

The Covid-19 pandemic has severely impacted the tourism industry across the globe covering sectors like hospitality, tour operators, travel agents, air, land and sea transportation industry and others. As per WTCC, the Covid-19 pandemic is expected to cost the tourism industry at least USD 22 billion resulting in a loss of 50 million jobs globally. India is no exception, tourism has witnessed a significant decline during 2020.

In such a situation India is no exception; tourism has witnessed a significant decline during 2020. GOI has a crucial role to play in revival and growth of the tourism industry. GOI needs to take immediate relief measures under the Goods and Services Tax ("GST") to minimize the impact of COVID-19 on tourism industry.

To begin with, reduction in rate of GST is the need of the hour. There are different rates of GST for hotel accommodation starting from 0% to 18% depending upon

room tariff. GST on room tariffs above INR 7,500 is 18%, GST on room tariffs between INR 1,000 and INR 7,500 is 12% and room tariffs below INR 1,000 does not attract GST. GOI should consider reduction in GST rate on room tariff between INR 1000 to INR 7500 from the current 12%/18% to 5% immediately for at least 12 months.

Tour operators and travel agents are required to pay GST 18% on commission earned for supplying specified services. A tax holiday may be introduced for a specified period to safeguard the interest and revival of such service providers. Also, Online Tax aggregators ("OTAs") are required to collect Tax collection at source ("TCS") while remitting payments to airlines and hotels. Therefore, exemption on such levy of TCS must also be considered to avoid additional burden of tax.

Availability of Input Tax Credit ("ITC") will be a major concern for tourism industry post COVID-19 on account of blockage of working capital of their business, and it requires a mechanism for optimum flow of ITC. Presently, taxpayers can avail ITC pertaining to financial year (FY) 2019-2020 till due date of furnishing Form GSTR-3B (relating to payment of Tax) for the period ending September 2020. The GOI may extend time limit for availing ITC pertaining to FY 2019-2020 till March 31, 2021, so that the tourism industry can avail maximum ITC and discharge its liability through ITC, hence reducing burden on its cash outflow. Additionally, GOI may increase scope of availing ITC for tourism industry by reducing list of blocked credits under Section 17(5) of the Central Goods and Services Tax Act, 2017.

Presently, ITC is required to be reversed in case recipient of goods or services, or both fails to pay consideration to its supplier within 180 days from date of invoice.

In the current situation, where businesses across various sectors are experiencing losses, such reversal of ITC can be suspended till March 31, 2021, for the tourism industry.

Due to Covid-19 pandemic, timely compliance of monthly GST is also proving to be difficult to deal with. Although GOI earlier had extended due dates for filing Form GSTR-3B for taxpayers having turnover of more than INR 5 crores till April 2020, in order to further reduce burden of GST compliances GOI may extend due dates for filing of GST returns for such taxpayers.

Furthermore, currently, taxpayers are required to pay GST on mercantile/billing basis i.e. liability to pay tax arises upon issuance of invoices. In order to protect and safeguard tourism business, GOI may also allow tourism industry to pay GST on receipt/cash basis till March 31, 2021. Additional benefits such as exemption from payment of tax under reverse charge mechanism (RCM) would also help tourism industry to reduce additional burden of tax under GST.

Tourism industry is probably the worst hit sector due to the pandemic and the consequent restrictions imposed during the lockdown period and also beyond. Revival of this industry should be a prime concern for GOI. Tourism industry in India requires a push for its revival and immediate reliefs under GST laws will bring an impetus to this sector to survive from this never-seenbefore global economic crisis

Repercussions of Epidemic Diseases on Tourism

Health-related crises are among the most important factors affecting tourism. They cause a contraction in tourism demand, especially as epidemics prevent travel. Accordingly, there are many diseases occurring and relevant academic studies (Scott and Laws, 2005). The foot-and-mouth disease epidemic, which emerged in the United Kingdom in 2001 (Haydon et al., 2004), is known to have adversely affected the tourism sector due to its spread through contact with animals or their elements and respiration, causing a contraction in tourism demand (Baxter and Bowen, 2004).

Another major epidemic that caused a narrowing in tourism demand is the SARS (severe acute respiratory syndrome) epidemic that occurred in Asian countries such as China, Hong Kong, Singapore and Vietnam in the beginning of 2002 and later impacted the whole world (McAleer et al., 2010). The SARS epidemic led to a decrease in tourism demand in different parts of the world, especially in the countries of the Asian continent (Pine and McKercher, 2004). Pine and McKercher put forth the impacts of the SARS epidemic on the tourism mobilities in Hong Kong and other Southeast Asian countries, expressing that the hotel businesses suffered most. It is also known that different studies on how the SARS epidemic led to contraction in tourism demand exist (Kuo et al., 2007).

Avian influenza is another important epidemic disease giving rise to narrowing in tourism demand. Although there are different opinions as to when the disease first appeared, the origin of this disease is in Hong Kong, China and other Asian countries. Later, this disease became a worldwide epidemic and resulted in the death of many people (Lee and Chen, 2011). Avian influenza caused shock drops in tourism, indicating that it could cause a deeper security crisis for travel. These

declines were temporary. However, in the short and medium term, it led to bankruptcy and termination of activities in tourism businesses, especially in hospitality businesses (Page et al., 2006).

Swine flu was seen in the USA in 2009 and affected many countries. Swine flu (Haque and Haque, 2018), which can easily be transmitted from one person to another in different ways, caused a decline in tourism movements.

Another epidemic that caused a narrowing in tourism movements had its origin in Africa. The Ebola outbreak that occurred in Guinea in 2013 caused declines in tourism mobilities even in destinations outside the countries where it was seen (Mizrachi and Fuchs, 2016). In their study, Çeti and Ünlüönen (2019) revealed that there was a serious decrease of 40% in the number of tourists in Guinea, where the Ebola epidemic occurred. In a study, Kongoley (2015) states that the Ebola virus negatively affected the tourism and hospitality industries in Liberia and Sierra Leone in addition to Guinea. It has been revealed that there were also decreases in items such as employment, occupancy rate and income in the related industries.

While these outbreaks emerging especially in the 2000s caused contraction in tourism demand, it is thought that the coronavirus will cause much more contraction in tourism demand than all of them did, given that its spreading speed and lethal impact on humans are higher than those of other epidemics. Furthermore, in the visual and written media, especially in social media, the subject constantly occupies the agenda and makes people nervous. As a result of this uneasiness, people either cancel their travel plans or postpone them. In the following sections of this research, coronavirus and its potential repercussions on tourism are discussed. Especially because there are no research articles focusing on

the possible impacts of the epidemic on tourism, evaluations were made based on the websites.

Possible Effects of Coronavirus on Tourism Industry

The coronavirus outbreak in China affects the tourism market like all areas negatively (www.ft.com, 2020). Nearly \$ 50 billion of losses in the Chinese tourism market due to SARS in 2003 also adversely affected the global tourism market (www.weforum.org, 2020). According to UNWTO, China is the world's largest consumer and it accounts for 16% of tourism expenditures (www.edition.cnn.com, 2020a). With the new coronavirus, the famous Chinese tourism market is already in decline. The number of people coming to China has been decreasing since January, and the government estimates that the number of Chinese travelers will decrease by about 2 million (www.theatlantic.com, 2020). With the ban on travel in China, reservations have dropped by 6.8% (www.edition.cnn.com, 2020a).

For the first time outside of China, the virus was reported in Thailand in January 2020 (www.pharmaceutical-technology.com, 2020a). Thailand tourism, which hosts approximately 11 million Chinese tourists a year, has been negatively affected by the virus like other countries (www.foreignpolicy.com, 2020). The relevant authorities which had estimated a 1.5% to 2.5% increase in tourism this year have reduced this estimate after the emergence of the virus (www.bloomberg.com, 2020). The number of Chinese tourists in Thailand is expected to drop in 2020 (www.thediplomat.com, 2020; www.thejakartapost.com, 2020). Similarly, over 40.000 hotel reservations have been cancelled on the island of Bali, Indonesia.

Vietnam is also thought to be losing billions of dollars in tourism revenues (www.theatlantic.com, 2020). Vietnam is likely to lose \$ 4 billion in just three months (www.businessinsider.com, 2020). Like other countries, Vietnam has taken some precautions and suspended all flights to China and many countries indefinitely due to coronavirus (vietnam.travel, 2020). The coronavirus outbreak has adversely affected the development of tourism in many other countries outside Vietnam (www.vietnaminsider.vn, 2020). Countries are engaged in an ongoing struggle against the virus (www.dw.com, 2020). Countries such as Malaysia, Thailand and Japan are taking measures and steps against the virus (www.pharmaceutical-technology.com, 2020b; www.voanews.com, 2020). With the complete ban on Chinese tourists in Thailand, almost no Chinese tourists can go to Thailand's Koh Lahta island, and recovery works are being carried out on the island against the virus (www.time.com, 2020).

Singapore aims at a strong improvement concerning the subject (www.ausleisure.com, 2020). With the coronavirus epidemic, the tourism industry in Singapore is also affected, and firms send their staff on leave because of the recession (www.straitstimes.com, 2020). Rescue activities worth \$ 27 million have been started for tourism in Queenslanders, which is under quarantine in Australia. Australian officials have also launched a \$ 7 million global campaign to attract tourists from Japan, the USA and New Zealand (www.brisbanetimes.com, 2020).

Virus cases and deaths have also been reported in France, one of the most visited countries in the world (www.cnbc.com, 2020). The first coronavirus-related death in Europe occurred in France (www.theguardian.com, 2020). This situation is expected to lead to a decline in tourism in 2020 for France, which hosts approximately 2.7 million Chinese tourists each year (www.cnbc.com, 2020). Indeed, the number of Chinese tourists in many areas such as the streets of Paris,

the Burgundy vineyards, the German town of Füssen and England's Oxfordshire is gradually decreasing due to the ban on group tours from Beijing (www.nytimes.com, 2020).

As of March 3, it is thought that there are 268 people detected in Japan with the new coronavirus (japan.travel, 2020). According to the national tourism organization of Japan, the number of tourists visiting the country for tourism and business purposes decreased from 2.69 million to 2.66 million, with a drop of 1.1% (www.reuters.com, 2020). With the advent of the epidemic, the "vacant tourism" campaign has started on the historical streets of Kyoto, which welcomes many tourists as a world heritage site. There are decreases in the number of tourists in Japan's famous tourism destinations. Moreover, there are significant reductions in many tourism regions not only in Japan but also in Asia (www.edition.cnn.com, 2020b).

It is thought that Italian tourism will also be negatively affected. According to the World Tourism Organization, Chinese tourists who spent \$ 10 billion in the early 2000s spent \$ 277 billion in 2018. However, due to the coronavirus epidemic, the travels and expenditures of Chinese tourists will decrease, which will cause a narrowing in international tourism mobilities (www.nytimes.com, 2020). The virus also adversely affects Dubai, the host of Expo20, undermining its potential to meet its target of 11 million tourists (www.aljazeera.com, 2020). The tourism industry of Northern Ireland has been affected by this virus, too, and nearly 3,000 bookings have been cancelled by Chinese tourists between January and March (www.bbc.com, 2020).

The coronavirus is also spreading in the USA, which negatively affects the US tourism industry (www.wsj.com, 2020). Due to COVID-19, reported to be the

novel Coronavirus, travel between the USA and China has been suspended until April 19 (www.fox13now.com, 2020). With the coronavirus epidemic, international tourism is expected to lose 80 billion US dollars, and the Asian region is estimated to suffer the most (www.scmp.com, 2020). The coronavirus has particularly hit tourism in eastern Asia (www.france24.com, 2020; www.jpost.com, 2020). Israel has also experienced declines due to the virus (www.jpost.com, 2020).

It is thought that the negative effects of coronavirus on tourism will continue until 2021 and they will be long- term (www.japantimes.co.jp, 2020; www.airport-technology.com, 2020).

Disaster of covid-19 on tourism and hospitality industry

I would like to focus my study analysis is based on data available from March 2020. However, as it is an unprecedented impact on the global economy. tourism and hospitality is coming to the terms with the coronavirus epidemic [9] and these sectors are struggling with the effect of the economic slowdown and its big state of shock at present situation tourism and hospitality has come to halt with India under lockdown and imposition of section 144, also cancellation of flights, suspensions and cancellation of entry permits, visas and shut of tour operators and travel agents, with this situation anyone will barely do the future booking, the fresh hit affected in February where the Indian tourist and travellers total number declined and then latest hit crisis in tourism and hospitality sectors. Tourism is currently one of the most affected sectors and UNWTO has revised its 2020 and it's predicted for international tourist arrivals and receipts, though its importance that such prediction are likely to be further revised. Considering the present situation and develop nature of the circumstances, it is too early to estimate the full jolt of the

COVID-19 on Indian and international tourism and hospitality. For its initial evaluation, UNWTO takes the SARS scenario of 2003 as standard, component in the size and dynamics of global travel and present interruptions, the environmental spread of COVID-19 and its likely to have economic impact:

- At present, UNWTO approximate that in 2020 global international tourist arrivals could decline between 25-35%, down from an estimated growth of 2.8% to 3.9% forecast in early January 2020.
- This could translate into a loss of US\$ 31 to 51 billion in spending by international visitors (international tourism receipts).
- Estimates for other world regions are currently premature given the rapidly evolving situation.

It is stated as Federation of Association in Indian Tourism & Hospitality (FAITH), the federation represent the entities in the tourism, travel and hospitality industry, has appealed for an instant relief package from the government to stay afloat and avoid job losses. Close to 90% percent MSMEs of 52,000 travel agents, 115,000 tour operators, 15,000 adventure, 911,000 tourist and transporters, 53,000 hospitality and five lakh restaurants are facing the heat due to lack of cash flows, which said by federation. This industry recruits an estimated 3.8 crore jobs in this sector. In 2018-19, handled the business of over 10.5 million foreign tourists, more than five million visiting NRIs, nearly 1.8 billion national and state tourist visits, over 26 million outbound travellers. The recommendation outlined below with Indian state and having with number of cases increased in this course of time.

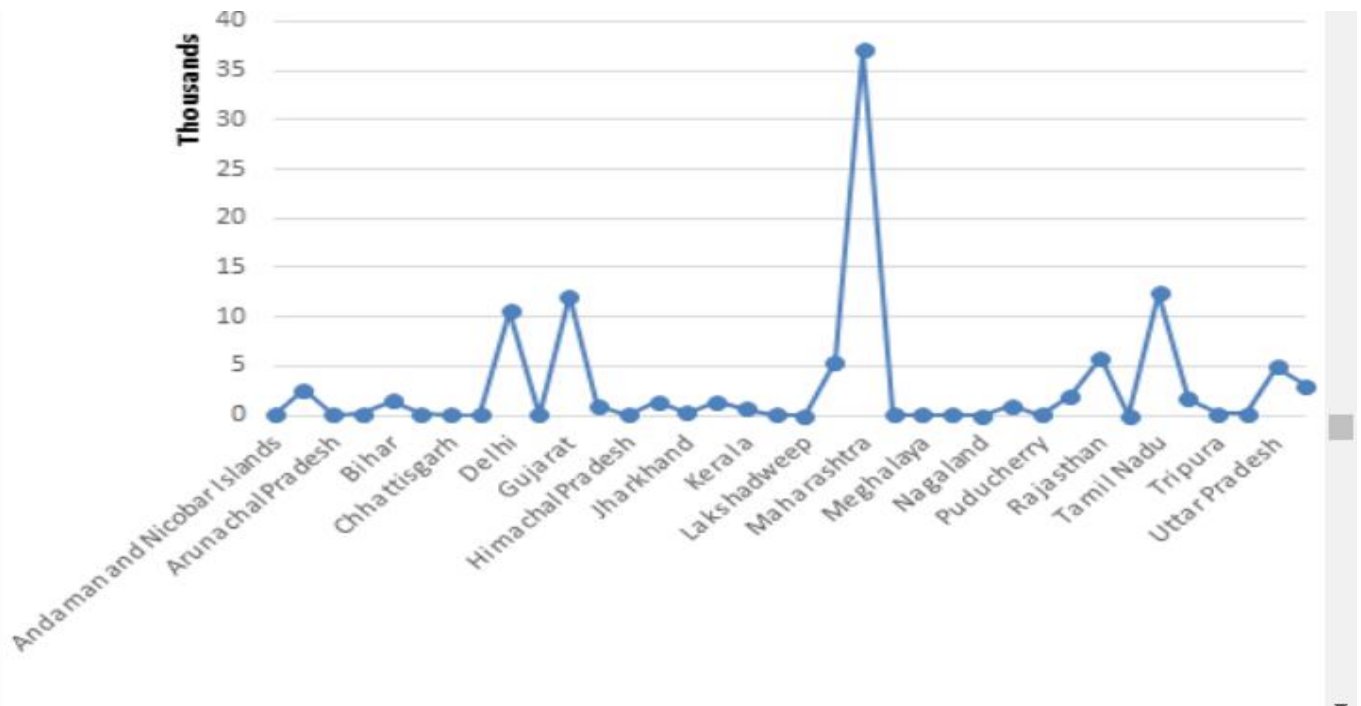


Figure : we can see in the map the affected states due Covid-19 badly.

From the figure 6, we can see in the map the affected states due Covid-19 badly, As of May 20, 2020, at least six states-Rajasthan, Maharashtra, Tamil Nadu, Gujarat, Uttar Pradesh and Delhi had extended nationwide lockdown till 31st May 2020. NITI Aayog Mr. Amitabh Kant has recognized 15 locations including Mumbai, Delhi and Gujarat as "highest caseload" and said out of these 15 places, seven districts show extremely high cases in size, like Pune (Maharashtra), Tamil Nadu, Jaipur (Rajasthan), Indore (Madhya Pradesh), Ahmedabad (Gujarat), Mumbai (Maharashtra) and Delhi. Highly increased in caseload places that are "critical" in the battle against coronavirus pandemic include Vadodra (Gujarat), Kurnool (Andhra Pradesh), Bhopal (Madhya Pradesh), Jodhpur (Rajasthan), Agra (Uttar Pradesh), Thane (Maharashtra), Chennai (Tamil Nadu) and Ahmedabad (Gujarat). During the coronavirus pandemic lockdown in India and worldwide, tourism and hospitality has come to a standstill.

The shutting down of the iconic places in India which includes Taj Mahal, qutub minar, red fort entertainment industries, events, temples, mosques and church which attracted over seven million tourist and visitors. the lockdown has also led to the closure of pilgrimage sites and affecting local small businesses and employment thriving around them and the slowdown is expected to last for a period stretching from March to till July 2020, its state that toughest part of the state's coincides with off seasons, moreover the tourism and hospitality sectors and will see the cash flows only beginning to improve in September 2020 and will get standard level by end of 2020.

The hospitality industry is facing strain that are currently having not more than 5-10% these customers are stranded due to lockdown but on the positive note we have seen many small, medium hotels extended helping hand to those effected to coronavirus positive cases in people offering paid quarantine facilities. The impact on the domestic tourism and hospitality industry is expected to be severe in the coming days and months, it will jump to next quarters with the major hit states like Maharashtra, Gujarat, Tamil Nadu, Uttar Pradesh, Delhi where the travel is restricted and have suspended major operations the Indian domestic / foreign traveler is expected to witness a sharp negative impact by 2020.

The problems are witnessed through lockdown and to maintained social distance and maintaining distance and other protocol announced by GOI. According to medical teams and experts the coronavirus pandemic will be there for minimum 02 years moreover, the fear of travelling and maintaining social distance and taking the precautions is very essential by wearing face masks, hotels also have to start with operational business by looking at the safest zone and other states. Hotels and restaurants must also take come up with the survival strategies and plans and look into cut down the cost, virtualization, orderliness, integration which we can able to

tap domestic market with proper standards and looking the cleanliness and hygiene in monitoring the guest by checking and offering quarantine facilities in coordination with medical officers.

Observation of the study

The purpose of the study is to investigate on the effect, efficiency, and effectiveness of Hospitality and encourage tourism and grow the tourism market in India.

- To discuss and examine the study of local domestic tourism and hospitality growth before the post-pandemic
- To study and bring light on current crisis COVID-19 faced by tourism and hospitality sectors
- To project and analyze the future with few measures that will assist and overcome the problems in tourism sectors.
- It is necessity to look what strategy the tourism, travel, and hospitality industry will retrieve after COVID-19-if a vaccine is detected and come across-and how the tourism sectors can be made reliable in extremely changed world

Research Methodology

This paper focuses on data from last year to present and future models. Get sufficient results from the findings. The consequences and outcomes examine the contribution of the tourism and hospitality sectors in the economy of India. This paper will assist to new researchers/scholars/students of the tourism and hospitality management in India which will be helpful in the development of the economy of the country.

Limitations of learning

This is the study of effect of the tourism and hospitality sectors. The study is also bounded to go through tourism and hospitality which is playing a vast role in economy of India and data is the latest. One more limitation is that the collected data is related to selected key players of the tourism and hospitality industry.

Reach of the study

The current work is designed to examine on subordinate data produced by various organization and research scholars and data includes by existing statistics like journals, textbooks, related literature, articles and information provided by the bureau of tourism, Department of Industrial Policy & Promotion (DIPP), newspapers, magazines and internet and discussed the future prospects of the business.

This study aims to investigate the effects of coronavirus epidemic on hospitality industry. Hence, the initial question was: What are the possible implications of the coronavirus epidemic on hospitality businesses? The fact that the epidemic has affected many different areas, especially interactive areas such as travel, sports and politics shows that this epidemic will have consequences for the hospitality industry as well. The research is significant in that it reveals the effects of this global problem on hospitality businesses, and that it is one of the first studies about the impacts of the virus on tourism. The emergence of the virus in China makes studies on its effects on tourism even more important because in terms of both population and development level, China is among the major countries with the highest potential for the tourism industry.

In the research, mixed research methods (quantitative and qualitative) were used. After the quantitative data collection and analysis processes, the qualitative data collection and analysis process was followed. Therefore, Sequential Explanatory Design mixed analysis method was used in the study (Creswell et al., 2003). The data obtained by the second stage with the qualitative data collection and analysis process, are tried to be purged with quantitative analysis results (Ivankova et al.,

2006). With the in-depth information obtained as a result of the interviews, the quantitative results are aimed to gain a more descriptive identity (Rossman and Wilson 1985). Primarily, the study is a case study because it is based on a single hospitality business. This business operates in Istanbul and hosts guests only from the Far East and Middle East regions. The enterprise was chosen for this reason, and for the purposes of the research, it is required to limit the analysis of the effects of the virus specifically for this enterprise.

To this end, the numbers of accommodation and reservations for the business in January and June were obtained separately for 2019 and 2020. The results are directly linked to the reports of the Opera Hotel Automation Program used by the front office department of the business. These data were analyzed using the Excel program (Özsoy, 2014) and estimates for 2020 were made.

Another data collection tool used in the research is interviews. In accordance with the objectives of the study, 10 questions were designed by the researchers; later, they were narrowed down upon expert opinions (Punch, 2016; Creswell, 2017) and an interview form with 6 questions was prepared. Data were obtained through structured

interviews with the group sales representative, sales and marketing director and e-sales managers of the business. The structured interview was a deliberate choice in order to determine the effects of the coronavirus epidemic without the intervention of the researchers. Thus, it was aimed to find out that what the managers really feel and what problems the business is facing are. In order to ensure reliability in the qualitative research, the interviews were recorded by sound recording method. The data obtained during the interviews were analyzed using the MAXQDA qualitative analysis program (Kuckartz and Radiker, 2019). In addition, opinions of top-level

managers regarding their layoff and long-term strategies were taken. These opinions were evaluated separately and not included in the data analysis.

Especially the fact that the incident is very recent causes the businesses to be reluctant to share data. For this reason, besides the wish to research the effects of the event on a specific sample, difficulties related to data collection also prompted the preference of a case study, which constitutes the most important limitation of this research. Besides the time and cost constraints that are usual in many studies, it can be said that there was another limitation caused by the fact that the businesses avoid sharing confidential information and the researchers feel uneasy about collecting data due to health concerns. Therefore, although the study is far from offering generalizations in this state, it could still be considered significant as it is an example that shows the severity of the effects of the epidemic on the hospitality industry. While conducting this research, the ethics committee approval document obtained with the decision number 08 and dated 02.07.2020 of Sakarya University of Applied Sciences Ethics Committee was used.

Findings

The 6-month customer information received from the hospitality business examined in the study included actual numbers and reservations. As the coronavirus appeared in December 2019, statistics of the business were examined for the January-June periods of 2019 and 2020. The results are presented in Table 1. The data were obtained at the beginning of March. For this reason, the numbers for January and February are actual, and those for the other months indicate reservations and early bookings. The data in Table 1 were obtained in part through the support of the authorized front desk personnel of the business.

Table 1: 6-Month Statistics for the Business

MONTH	YEAR	Group		Individual		General Statistics (Total)			
		Overnight stays	Total Revenue	Overnight stays	Total Revenue	Overnight stays	Room Revenue	Number of Guests	Occupancy Rate (%)
January	2019	1741	448.782,01	2,272	526.364,17	4,013	1.193.714,45	6,900	92.47
	2020	1,452	373.710,72	2,510	795.670,08	3,963	1.568.445,05	6,837	70.27%
February	2019	1,770	424.077,59	1,952	480.979,57	3,724	1.144.818,37	6,358	95
	2020	1,375	204.704,33	1,189	304.261,59	2,577	591.721,40	4,236	46.28
March	2019	1542	323.237,48	2524	644.631,39	4066	1.221.628,74	7818	93.69
	2020	3,815	10.683,72	71	21.977,94	3,886	32.661,67	7,739	65.29
April	2019	2,035	387.080,78	1,997	414.310,87	4,032	801.391,65	7,436	96.00
	2020	3,430	5.402,31	27	8.076,91	3,457	13.479,22	6,979	60.02
May	2019	1,603	312.518,46	1,855	312.895,24	3,461	625.683,22	6,213	79.75
	2020	2,298	0.00	43	29.811,68	2,341	29.811,68	4,655	39.33
June	2019	1,779	322.146,56	2,136	441.073,19	3,916	763.219,75	7,506	93.24
	2020	1,431	0.00	12	18.728,01	1,443	18.778,01	2,868	25.05

It could be observed that group accommodations decreased especially in January and February. In the period between March and June, however, numbers of group accommodations increase on a monthly basis except in June. Considering that these numbers do not turn into income, though, it is understood that these statistics show early group reservations. Another important factor that reveals the dangerous side of the situation is the individual overnight stays and total room revenues.

It is seen that, as of February, when the effects of the epidemic were felt globally, individual sales and reservations decreased significantly for each month after February 2020 compared to the previous year. This decrease is remarkable both in the number of overnight stays and in total room revenues. An analysis of the general statistics reveals that there are serious decreases in the number of guests, overnight stays, room revenues and occupancy rate.

Table 2 shows the actual and estimated statistics for the years 2019-2020. The statistics for 2020 consist of estimates with the best prospects for the whole year, taking into account the 6-month figures provided by the relevant personnel of the business. The number of group overnight stays, which was 21,585 in 2019, is estimated to go down to 17,718 even if everything goes well, which indicates, at best, a drop of about 18%. The major sharp decline is expected in individual overnight stays. A decrease of approximately 80% is estimated for these overnight stays. Likewise, according to the general statistics of 2020, there is a decrease by almost half in the number of customers and occupancy rate compared to 2019. All these drops are reflected in the revenues of the hotel, and the hotel may be in a very difficult situation if this process continues. In fact, it was stated by the hotel managers that layoffs started, and in February 2020, a total of 11 people, mostly kitchen and service personnel, were dismissed.

Table 2: Actual and estimated data for the business in 2019 and 2020

Transaction Type	Activity	2019	2020*
Group	Overnight stays	21,585	17,718
	Total Revenue	6.183.695,56	522.791,90
Individual	Overnight stays	24,170	4,047
	Total Revenue	6.421.603,35	1.012.850,82
General Statistics (Total)	Overnight stays	45,768	21,779
	Room Revenue	15.668.640,85	1.783.333,12
	Number of Guests	83,465	41,381
	Occupancy Rate (%)	98.57	51.04

* 2020 Statistics are estimations based on the figures for the first 6 months.

In addition to the secondary statistical information obtained within the scope of the study, interviews were held with the group's sales representative, sales and marketing director and e-sales manager. The most repeated words in the interviews are presented in the word frequency list in Table 3 and the word cloud in Figure 1. The lower value for frequencies was set as 10.

Table 3: Frequency of the Most Repeated Words in the Interviews

Word	Frequency (n)	Frequency (%)	Documents (%)
Coronavirus	42	12.03	100.00
Business	38	10.89	100.00
Market	33	9.46	100.00
Precaution	31	8.88	100.00
Disease	23	6.59	100.00
Effect	22	6.30	100.00
Quest	22	6.30	100.00
Hygiene	20	5.73	100.00
Personnel	17	4.87	100.00
Labour	16	4.58	100.00
Crisis	15	4.30	100.00
Tourism	14	4.01	100.00
Research	13	3.72	100.00
China	12	3.44	100.00
Probable	11	3.15	100.00
Worry	10	2.87	66.67
Plan	10	2.87	100.00

In other words, it is seen that the frequency values of the words, which are expected to be repeated at least 10 times, have values within the range of 12.03-2.87. Another striking point in the word cloud is that only one of the participants did not mention the word “worry”. All the other words were mentioned by all three participants.

As seen, some of these words are epidemic-related (such as coronavirus, disease, precaution, worry, probable and hygiene) while some others are business-related (such as market, business, personnel, guest and plan).

The relationship scanners for the coronavirus epidemic and the effects of the epidemic on the business at the center of this study. Its analysis reveals that coronavirus affects businesses mostly in terms of psychology and crisis management. These two elements, in particular, could be treated as the reactions of businesses to crises in the short term. In addition, it can be said that the effects of the epidemic on the business in terms of plan, market and strategy are close to each other.

Figure 2 presents the effects of the coronavirus on the business analyzed in this research and the relationship of these effects with each other. In Figure 2, the thickness of the lines between concepts shows the strength of the relationship, while transitions between more than two concepts show their mutual relations with each other.

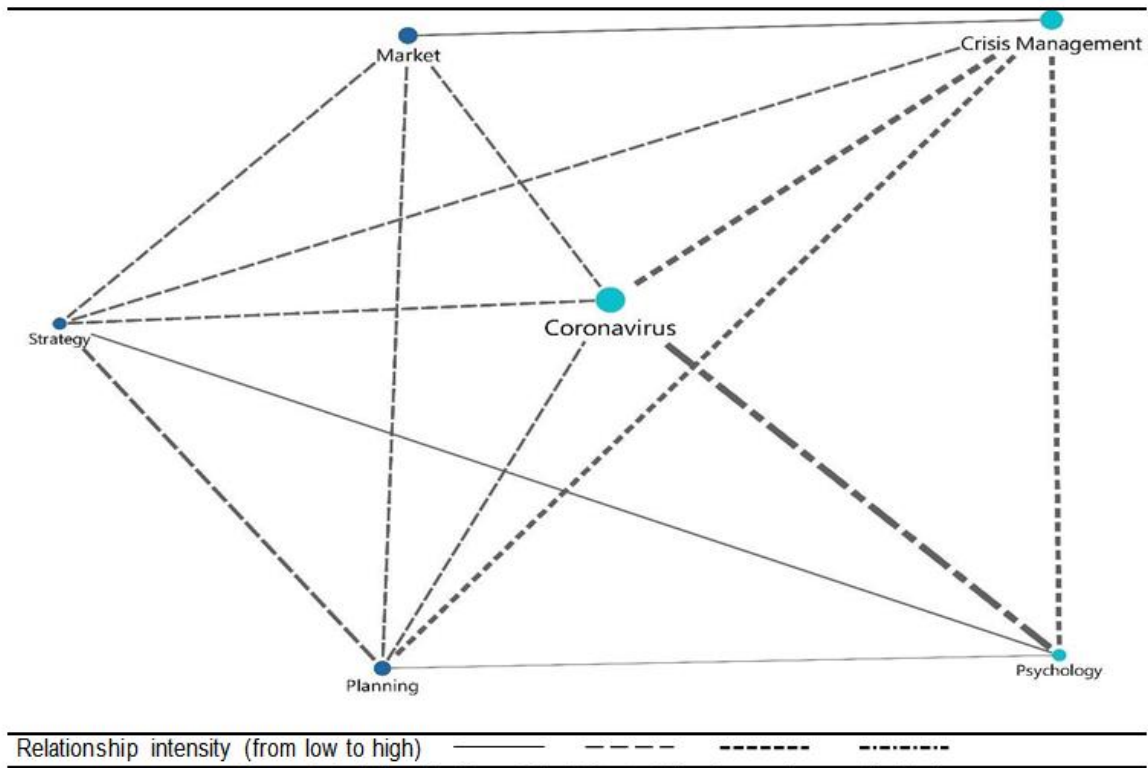


Figure 2: Relationship Map of the Effects of the Coronavirus on the Business

The relationship map in Figure 2 demonstrates that the greatest effects of the coronavirus on the relevant business are psychological. Moreover, it is reflected in the relationship map that the epidemic significantly affected the business in terms of crisis management. There is also a strong relationship between crisis management and psychological effects, which were shown to be strongly related to the coronavirus. In addition, these concepts have more than two relationships. For example, since they contain long-term strategies, the concepts of plan, strategy and market are shown to have low interaction with the coronavirus in the relationship map.

Some of the opinions of the participants on this subject are as follows;

- In the short term, we will use our option to revise our prices in line with the changes in the surrounding hotels' prices. (Strategy)

- First of all, we see that people are nervous. Aside from shaking hands with the guests, we see that even those who work in the same office are afraid of shaking hands with each other. (Psychology)
- Everywhere, from reception to door handles, TV control, air conditioners, elevators, public and common areas, are carefully cleaned. Hygiene is always our most important must-have rule. (Crisis management)

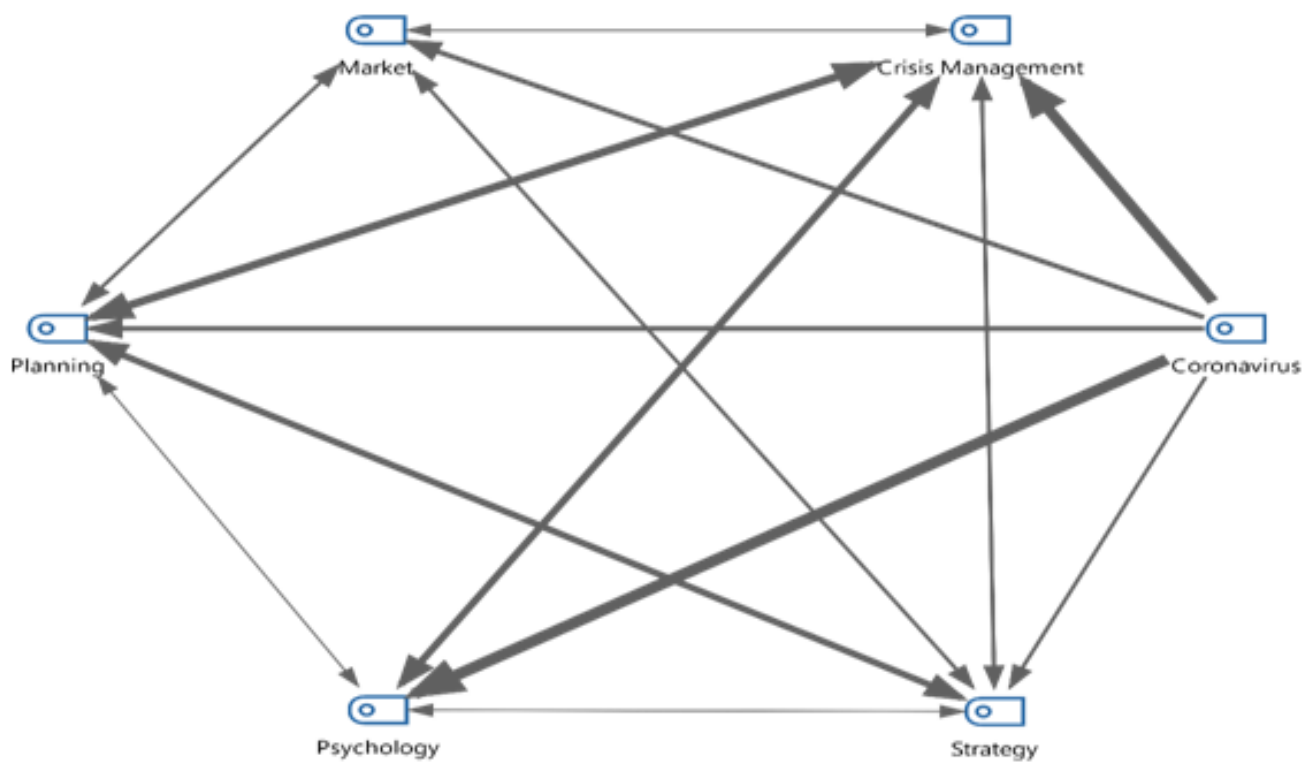


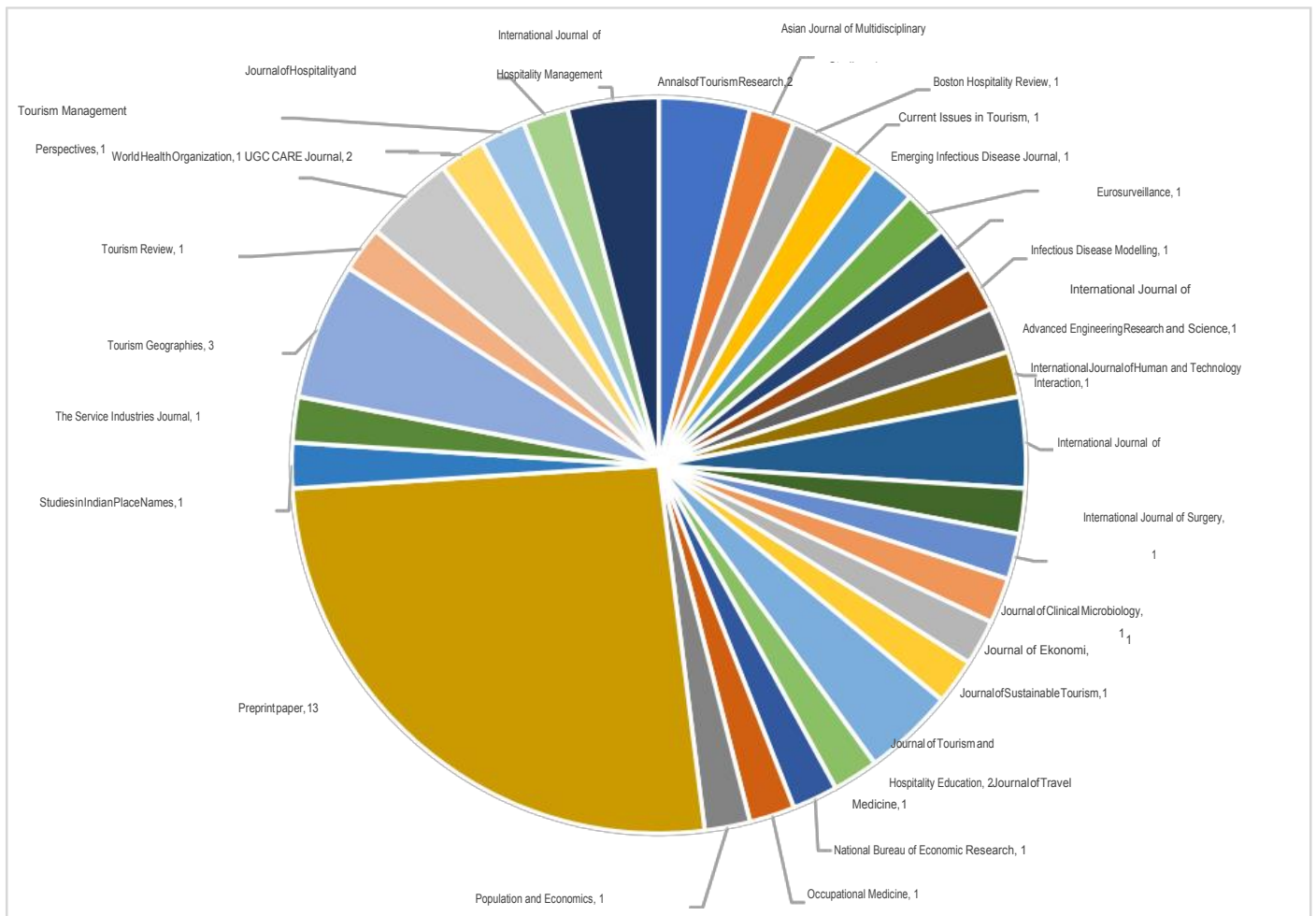
Figure 3: Co-Operating Model of Coronavirus Effects

However, it is seen that the coronavirus affects the business in the context of crisis management in the short term, and these impacts on crisis management also affect planning, strategy and market issues. In other words, the coronavirus does not directly affect businesses in issues such as plan, strategy and market change.

Nevertheless, the short-term crisis management strategy of the business directs it to seek alternatives in these areas, causing it to react in the long term. The co-working model of the coronavirus effects that arise according to the study findings is as in Figure 3.

The publication sources of the included papers are illustrated in Figure 2. The most popular publication sources include Tourism Geographies, International Journal of Infection Diseases, and Journal of Tourism and Hospitality Education.

Figure 2. Publication source among included papers.



Fifteen papers investigated the hospitality industry in the face of COVID-19 on the global scale, as shown in Figure 4. Other articles focused on a specific country or location such as China (nine papers), India (six papers), or the United States (four papers).

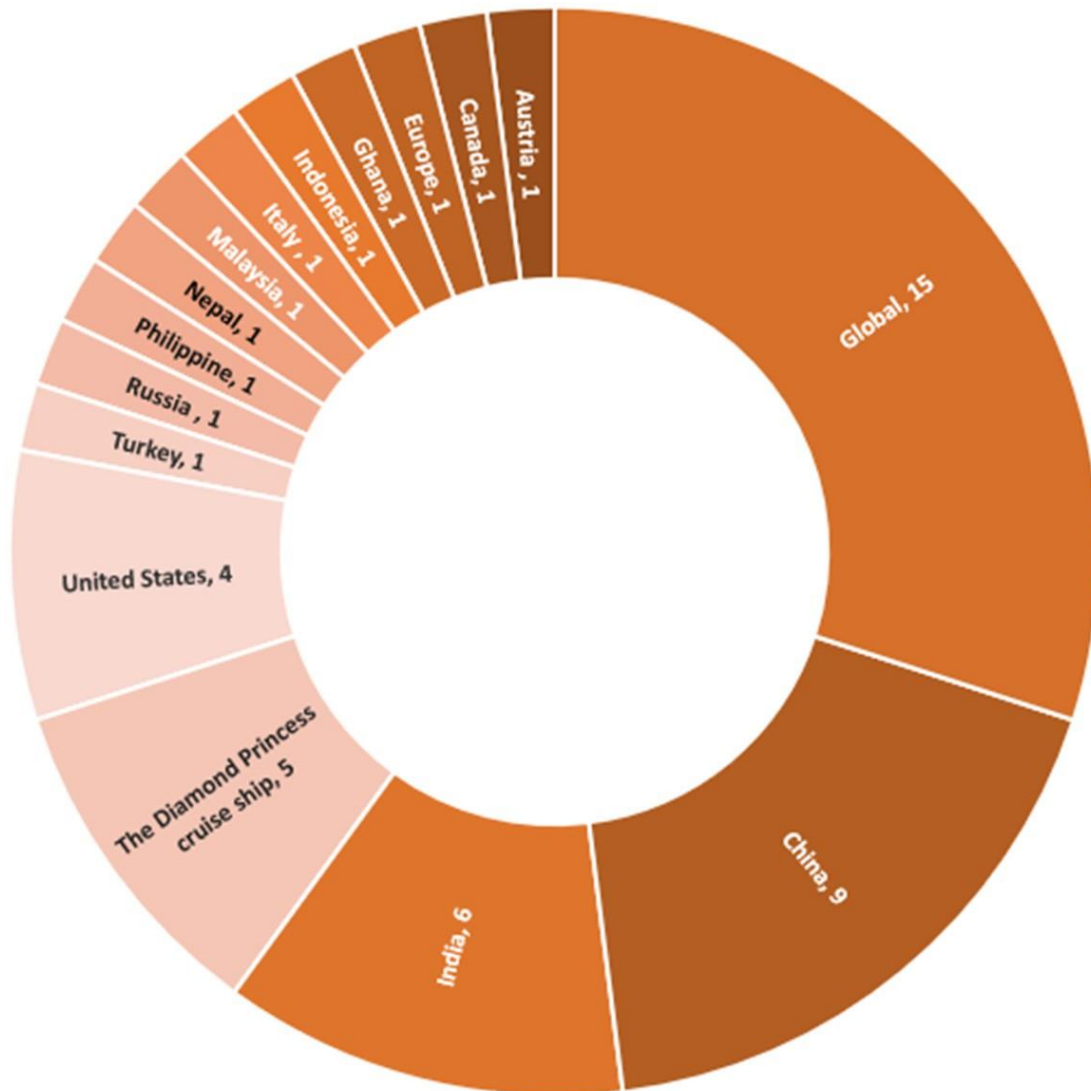


Figure 4. Geographic location among recorded papers.

The included papers used different research approaches to investigate the impact of COVID-19 on the hospitality industry (see Figure 5). Each approach is explained in the following section.

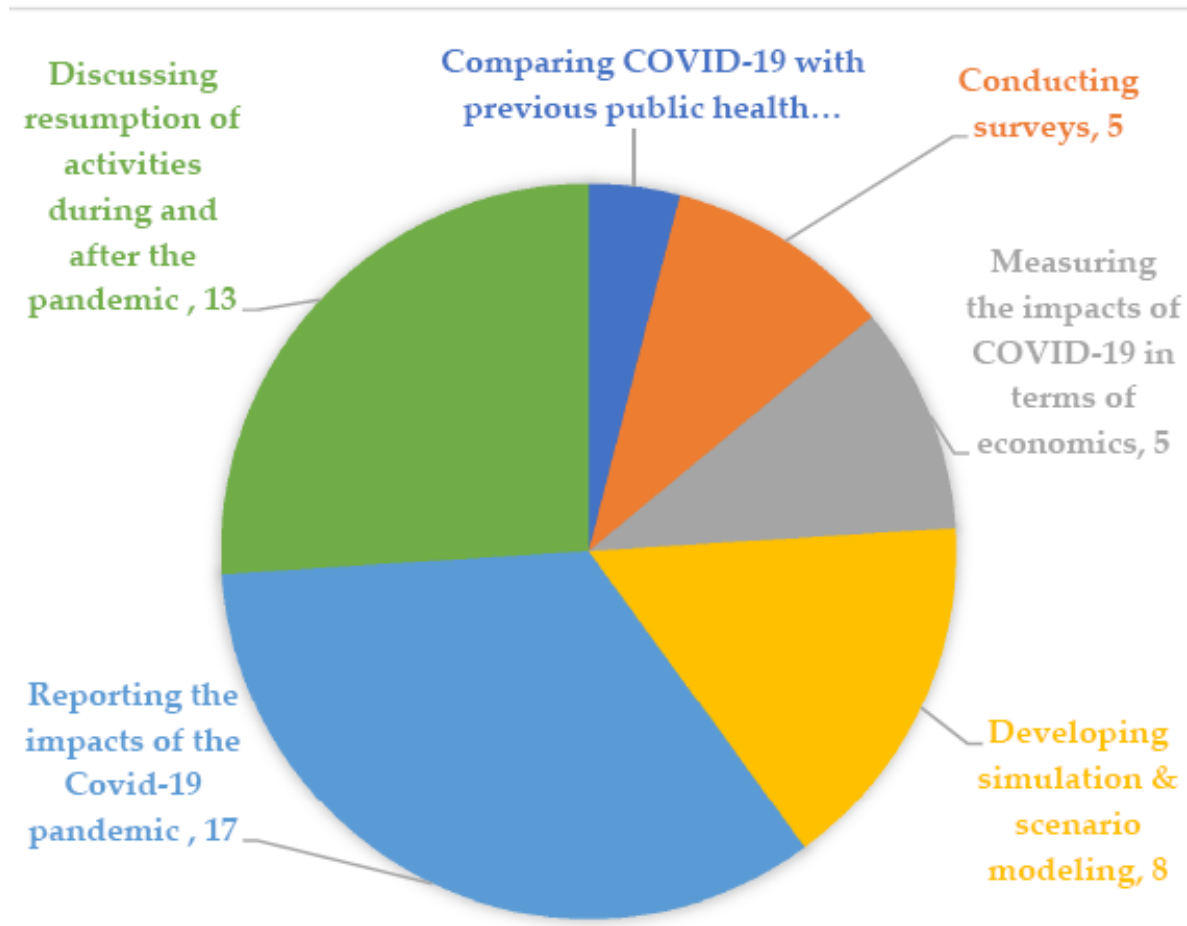


Figure 5. Research approach among included papers.

Discussion

The results were evaluated specifically on the basis of the case study on which the research was conducted. With its subject specifically related to the coronavirus, this is one of the first studies in the field, which makes it make difficult to compare it with different studies on the coronavirus. The epidemics that emerged in the 2000s had serious repercussions on tourism. The results were evaluated specifically on the basis of the case study on which the research was conducted. With its subject specifically related to the coronavirus, this is one of the first studies in the field, which makes it make difficult to compare it with different studies on the coronavirus. The epidemics that emerged in the 2000s had serious repercussions on tourism. For example, the SARS outbreak caused a contraction in international tourism demand (Pine and McKercher, 2004; uo et al., 2007; McAller et al., 2010). The bird flu outbreak affected the accommodation industry and caused employment losses (Page, 2006). The ebola outbreak in farikada in 2013 caused a major contraction in demand for regional tourism. In the post-2013 period, tourism and accommodation activities in Guinea, Liberia and Sierra Leone were negatively affected (Kongoley, 2015).

Therefore, it is clear that the coronavirus will cause a contraction both in the tourism demand of nations and in the international tourism mobilities in general. The intensity of these effects may vary regionally. Because the course of the outbreak can vary according to regions and time. The effects of the pandemic on the travel sector caused countries to experience economic problems (Wen et al., 2020). In 2020, it is predicted that airline transportation will experience a worldwide workforce loss of 50 million people due to COVID-19 (WTTC, 2020). UNWTO (2020) states that there will be a severe decline in both international tourist arrivals and tourism revenues.

Project and analyze the future model of the hospitality and tourism sectors

With the coronavirus pandemic has not only brought whole socio-economic structures into a halt but has challenged the globalization and global operations of small and medium business. However, for a rapid and quick recovery and retrieve of the Indian tourism economy, employment, and business implementation task, a sustainable and fresh start is necessary in most of the worsened economic sectors. Normally, an infection used to attack the unsafe groups with food, health care insecurity in their lifestyle and they normally used to be the poor of the society. Ironically, corona infection first attacked the international travelers and the pandemic was given rise through the travel and thus has challenged mainly the societies of social class globally seeing that tourism and hospitality is one of the largest and fastest-growing industry is affected after coronavirus (Covid-19) pandemic it is the key donor to the most industries and flow to the Indian economy. Tourism and hospitality are muted and halt in the country due to the threat of spreading Covid-19. It is likely to see that at the peak in cases and possibilities to mark above 75000 in ending May 2020. The situation should be strategically addressed and reach to every person with all the possibilities measures looking at the current situations and to overcome the future threats and ensuring the wellbeing health of all humans. Therefore, some of the positive recommendation has to make to overcome this damage occurred by Covid-19 pandemic:

- Despite all the challenges it is important to tell positive communication and news and social media platforms like WhatsApp, Facebook, Twitter for the awareness of potential tourists and guests by maintaining international advertising through the campaign which is a crucial point in promoting Indian tourism and hospitality industry by making them alert, making them

understand of good practices, using sanitizers, washing hands for 30 seconds and maintain social distance etc.

- Allowing guests to book hotels in modified dates with flexibility with flexible-rates and can change dates with key strategy to get hotel bookings and even allow modification of cancellation in emergencies.
- It is always useful to endorse the word Flexibility as the best promotions for tourism and hospitality which will able to pull up a lot of guests and help in increasing room revenue by ensuring strict hygiene policy and making ease availability of hand sanitizers for guest who checks in hotels and restaurants or take away.
- Due to the present situation of Covid-19, it shows fear of traveling in city limits needs to attract people with remote places and accommodation centers which will be a good strategy to attract tourists like resorts or eco-hotels.
- Some of the initiatives from the government could do the reduction of taxes for certain months for micro and macrolevel business owners and also could think to provide interestfree capital loan schemes under legal documentation.
- As advised by WHO and medical experts admire the Indian government for successful measures and precautions was taken to control the situation on the accurate and timely decisions with the support of state government, the country is not in a stage to proceed forward for the tourism industry as it still need perfect planning enhancement to reach the earlier stage of tourism and hospitality industry.
- Government is deciding to run some operational industries in the green zone where positive coronavirus case is less and also permitting few states to run food processing sectors depends upon the number of covid-19 cases less in particular zone.

The recommendation outlined by United Nation World Tourism Organization (UNWTO) have already created several practices and responded quickly to save the key of the tourism and also hospitality sectors at present. The special awareness named "Travel Tomorrow" has become the most regular thread that runs through the World Tourism Organization's "if we stay at home. We can travel tomorrow. The hashtag #Travel Tomorrow one of this is the best message of solidarity and hope through which United Nation World Tourism Organization (UNWTO) calls for shared responsibility among travelers and the tourism sectors around the world to deal with current issues of Covid-19 virus it also further adds the campaign to specify core values of tourism that constitute the main pillars of the #Travel Tomorrow campaign as, discovering different cultures, practicing solidarity and respect, caring for the environment, Countries like Oman, Germany, Morocco, Mongolia, and Uruguay and as well as cities as Bogota and Vienna have already executed and endorsed #Travel Tomorrow thus amplifying the voice of tourism which is united and to face this unprecedented worldwide challenge and also ensured after the committee meeting tourism and hospitality will start with action plan and safety guidelines and will focus on restarting the tourism and hospitality with all essential plans in the coming months with safety protocols and discuss further for the permission to start aviation and hospitality sectors in coming days.

COVID-19: Impact on the hospitality workforce

The ruthless march of COVID-19 throughout the globe is first and foremost a human tragedy, affecting the health of hundreds of thousands of people. The consequences of measures taken worldwide to curb the pandemic are having a growing impact on the global economy. This article aims to offer key highlights on the impact being felt by the industry due to factors including, but not limited to, the migratory nature of the hospitality work force and the pause on global travel, tourism and restaurant services.

Business impact on travel and tourism

Accounting for the unprecedented travel restrictions, the United Nations World Tourism Organization expects that international tourists will be down by 20% to 30% in 2020, when compared to the last year. To put this into context, they also drew a comparison from the SARS outbreak in 2009, which led to a decline of just 0.4% of the international tourist market. The hospitality industry accounts for 10% of the global GDP.

Disruptions to production, initially in Asia, have now spread to supply chains across the world. All businesses, regardless of size, are facing serious challenges, especially those in the aviation, tourism and hospitality industries, with a real threat of significant declines in revenue, insolvencies and job losses in specific sectors. Sustaining business operations will be particularly difficult for small and medium enterprises.

In India: The hospitality industry is likely to be hit hard. Experts suggest that domestic hotel companies will face a weak Q4 FY20 and a weaker Q1 FY21. March has borne the brunt of many large-scale cancellations across the corporate,

MICE and leisure segments. Tier 2 and tier 3 hotel markets in India continue to witness a small erosion in business for now. Occupancies in at least the first half of March were only partially lower despite the spread of the virus in some states,

In Europe: Industry experts have attempted to predict the effect upon the global hotel industry for 2020, estimating a profit decline of 11-29%. The KHN, which represents bars, cafés and hotels, has said that the emergency measures to limit the spread of the virus are already causing a serious impact. Cancellations have risen by almost half - the KHN survey found that hospitality owners believe that they could make losses of 33% due to the emergency measures put in place by the government.

In China: Compared to 2019 figures, occupancy is down by as much as 68%. As China was the first market to deal with the coronavirus, it is also the first to show signs of stabilization. As per data, 87% percent of the country's hotels are now open and occupancy is beginning to rise.

Other countries: Hotels across the U.S. are experiencing unprecedented booking cancellations due to the pandemic, which could eliminate up to four million posts (this accounts for 50% of all hotel jobs in America). The average occupancy in Italy is down by 96% ; the United Kingdom is down by 67%.

Impact on jobs in hospitality

The World Travel & Tourism Council has recently warned the COVID-19 pandemic could lead to a cut 50 million jobs worldwide in the travel and tourism industry. As per an Oxford economics study, Asia is expected to be the worst affected and data suggests the industry could take many months to recover.

Following travel bans, border closures and quarantine measures, many workers cannot move to their places of work or carry out their jobs which has effects on incomes, particularly for informal and casually employed workers. Given the current environment of uncertainty and fear, enterprises are likely to delay investments, purchases of goods and the hiring of workers. As per data, the impact on the Indian hospitality industry could render a majority of the people in hospitality in India, jobless. As a result of this pandemic, the Indian tourism industry is looking at pan India bankruptcies, closure of businesses and mass unemployment.

Overall, it may be that the nature of hotels and restaurants will change to leaner and more efficient operations, where a balance between smart and skilled labour is sought after. Due to fear, a large part of the labour force is seeing a domestic-mass immigration, which means a majority of the front line staff at hotels will have moved back to their native areas. Temporary work forces will be the first to shrink, after which the impact will be felt by permanent employees as hospitality companies may be hard-pressed to cut costs. This may lead to a large number of people changing their industry to go where the cash flow is quicker. This global exodus could have a severe impact on the talent pool and may not recover until confidence is reinforced by employers and governments alike. Only through a compassionate approach taken by businesses can the workforce be saved.

Reversing the impact on the talent pool

With the incumbent lay-offs, it is possible to offer upskilling opportunities to front-line staff, so as to beef up their resumes and increase their probability in securing a job at the time of the market up-turn. This could curb mass-migration to the other industries that could increase the gestation period of the hospitality market's

recovery phase by reducing specialized workforce. In this scenario, the training and upskilling of a replacement batch would take a longer time to recover – causing companies innumerable issues. However, innovative methods can be applied to aid the market in boosting and preserving the numbers for when the market finally normalizes.

Opportunities to upgrade the skill set

Up-skill

Creating opportunities for hotel employees to add value to their skill-sets could build confidence in hotel companies, as layoffs can be expected by all major and minor hotel companies. Hyper-local hotels may see the largest number of layoffs due to the popular asset-light model, where large number of operating units, scattered across countries, could be written off all at once. This will bleed out a vast number of hospitality employees into an already difficult market. Individuals who can upgrade their skill sets by way of enrolling in speciality-specific courses could benefit greatly.

Re-skill

Offering routes such as ‘Recognition of Prior Learning’ opportunities to qualified hospitality front-line professionals could accelerate the process in re-skilling individuals, hence preparing them for roles in hotels and other hospitality-related operations in an environment where lean, yet skilled operations will be required.

Other innovations

Continuous education

Hosting online classes in order to make up for lost time during this period could be highly advantageous for students and institutions. This would allow institutions to re-group and conduct live sessions, ensuring some cash flow and reducing the stress on their respective plans for their cohorts. Modern Learning Management Systems allow the hosting and remote delivery of their content via a simple self-learning approach or a one-to-many classroom style delivery. Technology that is currently available to us allows for a lot of creative methods to ensure continuity in learning that will surely see the light of day as necessity always breeds innovation.

Impact of COVID-19 on the Global Hospitality Industry

Coronavirus, now globally carrying the status of a pandemic, has led to a worldwide crisis with its effects on the hospitality industry potentially heavier than those of 9/11, SARS, and the financial crisis in 2008. This time, however, the hospitality industry has never experienced and sudden downturn. Putting the human at the center of the situation, the virus generates deep fear, confusion, and impacts us in a deeply emotional way that this generation has never felt. Of course, on top of this, physical confinement is aggravating the situation.

On a business level, the impacts of the crisis have reached every industry in the world, with the travel and tourism taking a massive hit. According to OAG Aviation Worldwide, the travel restrictions on international flights have caused the global airline industry losses mounting up to \$880 billion. Many hotels find themselves empty and looking to fill the once full lobbies and rooms. Nevertheless, the grave situation has given space for worldwide solidarity with many hotels around the world providing their premises to house medical staff, first responders, or hospital patients not suffering from coronavirus.

Food service teams and chefs worldwide are mobilized in order to arrange free meals to the medical staff while putting themselves at risk in order to battle the crisis. In France Christophe Raoux, the executive chef at Ecole Ducasse, together with Fabrizio Cosso, the executive chef at Eataly prepare meals for medical personnel at Bichat Hospital in Paris. Another initiative is taken by Fabien Foare and Benoit Carcenat holding the respective roles of the executive chef and the director in culinary arts and gastronomy at Glion Institute of Higher Education in Switzerland. Both shall be working on chocolate eggs to lift the mood of medical staff at the hospitals of Chablais, CHUV and Fribourg. In Spain at Les Roches Marbella F&B team lead by Head Chef Silvio Patrucco and Mr. Moeed Shah Head of Practical Operations are on continuous challenge, facing the difficulties daily with personal risk and an emotional sacrifice in order to provide our students (who are stranded, confined and away from their loved ones) with well balanced meals, the team also constantly brainstorms concepts in providing an element of surprise and a personal service, keeping students motivated in this time of great crisis.

Governments will have to play a huge role in saving the hospitality industry. France, Switzerland, Spain and other European government have promised aid tallying millions of euros towards rescuing all types of local businesses hit by the Coronavirus, and with similar practices adopted by many governments in other parts of the world.

Entities such as bed & breakfast, hostels, pubs & clubs, cafés, restaurants, bistros and beach bars to name a few, being small family businesses are very likely to live the crisis much worse than other actors in the private sector due to being intrinsically vulnerable to change. They shall be heavily affected by the change in the supply chain, the lesser demand, some of them might partially or even fully shut down until the recovery can take place.

With such heavy impacts, the hospitality industry will have to learn to function in a way not seen before. As the relationship between each brand and consumer starts by building trust, regaining customer confidence will be the first step in overcoming the crisis. Strict sanitary and hygiene measures will need to be applied, with new practices put in place to monitor and control the environment in which the business takes place.

As in all crisis situations, the communication should take the lead role in reaching out to the customers in a gentle and non-aggressive manner to reassure them of the safety in their decision to start travelling again. Promoting the business should be done in a positive manner, showing the benefit to the customer and providing the travelers with a light at the end of the tunnel. The players of the industry should consider how to emotionally and sensitively receive the travelers once confined in their homes after the lockdown is lifted.

Due to the heavy worldwide impacts of COVID-19, the humanity shall walk into a new era of a post-crisis world which will require the players of the industry to adapt their approach towards the new traveler. This will allow for new concepts to be developed aiming to benefit the society in need of emotional retreats and focusing on psychological wellbeing.

The change will also apply to the players in hospitality industry on the employer level. With the new approach to remote working, the businesses shall have to adapt to the emerging trends in the work practices. The efficiency of current work models will have to be reevaluated and the employee wellbeing should be put even higher in the priority list. With the long-term confinement starting to show effects on people, "permanxiety" — the near-constant state of anxiety travelers experience due to geopolitical events, climate change and other local issues - will have to be taken into account when asking staff to get back to traveling to the countries recently recovered and previously considered as high risk.

However, as much as the travelers rely on the hospitality industry to be understanding, the businesses are equally in need for the right decisions made by the public. The world travel should not be cancelled but rescheduled for immediate future. By mutually being sensitive, respectful and showing solidarity, both the companies and the consumers should adopt the same message: live for today and plan for tomorrow.

Summary

At no point in history has such an incident occurred, where businesses in almost 200 countries have been paralyzed due to a common factor. Only time will truly tell the full impact of COVID-19 on the global business scenario. The landscape of hospitality could possibly change forever, and in order to stay relevant, we must find creative ways to secure our industry. A vast amount of research on global hospitality trends is being shared on the internet, which can help inspire paradigm-shifting ideas. However, adoption of those ideas by the market will be key in finding the light at the end of the tunnel. It is possible that employers and governments who remain connected and concerned about their resources decide to retain a majority of their people, thereby reducing the stress on their HR cycle and giving them the competitive advantage.

Conclusion and Implications

One of the areas that the coronavirus affects in the tourism industry in the short and medium term is the hospitality industry. There has been a remarkable decline in the occupancy rate, the number of guests arriving and the revenues of the businesses in this context. For example, activities in the hospitality industry in China decreased by about two-thirds for the three days in January 2020 compared to the previous year (Baker, 2020). Employees in other sub-sectors of tourism are placed on unpaid leave (Lucas, 2020). The situation is more severe especially in businesses that host guests from markets in regions where the epidemic occurs or has a high impact. Employees in these businesses are laid off, which affects the employment problems of countries in macro-terms. In the event that the problem is not resolved, businesses may declare bankruptcy or stop their activities in the short or medium term. The negativity experienced in the tourism industry, especially in hospitality, seems to be difficult to eliminate (Benjamin, et al., 2020; Tomassini and Cavagnaro, 2020).

This is a crisis, of course, and managing this crisis is crucial for the short and medium term success of businesses. The psychological dimension of this outbreak comes to the fore, which is reflected in the results of the research. With the influence of written and visual media, both businesses and tourists are under a psychological effect and this psychological process is deepening. In addition, while tourists delay or cancel their travel decisions, businesses are also seeking ways to combat a tough crisis. According to the results of the study, this outbreak causes businesses to focus on crisis management. As a result of this crisis management, companies make long-term plans through strategic decisions, even considering to change markets.

Limitations and Future Studies

This study is in the form of a case study due to research limitations. As a consequence, it is open to multidimensional studies about the existing and probable effects of the epidemic on the tourism industry. It is extremely important for interested researchers to find solutions to the problems in the field of tourism caused by the epidemic by conducting research focusing on different angles as travel and tourism mobilities are no longer a luxury but have become a part of life.

The Way Forward

While the pandemic has brought the hotel sector in India to its knees, our hope is that the industry will be in recovery mode sooner than later.

Recommendations for the Government of India

The Government has already taken a step in the right direction by announcing its plans to set up a Covid-19 Taskforce to undertake measures necessary to combat the economic effects of the pandemic on the country. On our part, we have highlighted some sector-specific measures that we believe will assist the taskforce in evaluating multiple measures to help the Indian hotel industry weather the current storm.

Monetary Support:

Stimulus package to stabilize and support the sector in the near term, including a workforce support fund to ensure that there are no job losses.

Provide a moratorium of ~ 6 – 12 months on all loans (principle & interest), including working capital payments and overdrafts.

Ensure that Credit Rating agencies do not down-grade ratings of businesses, due to the expected volatility of the business in the short to medium term.

With the fall in oil prices, subsidies on Heat-Light-Power (HLP) costs should be extended, as HLP is among the largest fixed cost for the sector.

Fiscal Support:

Provide a 12-month corporate tax holiday to travel, tourism and hospitality sectors. Defer all statutory dues such as advance tax, custom duties, excise duties, PF, bank charges etc. at central and state level for 12 months.

Direct Support to Revive Demand:

Appoint a think tank to evaluate and decide the measures necessary for the revival of the sector. Waive / Reduce GST on products offered by the sector for one-year period. Incentivise travel by introducing a one-time opportunity for Leave Travel Allowance to be part of the new income tax slabs.

Policy Support:

Annual renewal of licenses paid for in 2020 should be extended till the end of 2021 without an incremental fee or charges.

Recommendations for the Operators

The hotels sector at large has been the biggest casualty of the Covid-19 shock, with demand at an all-time low across the globe. As the sector continues to build contingency plans to alleviate the fallout of the crisis, in our opinion, hotel operators should also look to extend the hand of solidarity to their owners by providing certain relief measures.

One-time Waiver or Reduction in Base and Incentive Fees

The relief should be in the form of a one-time waiver or reduction in Base and Incentive Fees as well as Distribution, Technology and reimbursable costs, measured by correlating the total impact of the crisis on the hotel to the return of normalcy in operation post Covid-19.

Defer Certain Brand Standard Provisions

All brand standard provisions that do not have direct impact on revenues of the hotel and / or cannot be planned as per the revised capex budget for the current year, should be deferred until such time normalcy in operation returns. While FF&E is an important fund set up by the hotel for periodic replacement and upgradation, the funds should be released immediately and redeployed either towards initial working capital to resume hotel operations or towards reduction in debt, as may apply to each situation.

Recommendations for Hotels

According to recent reports, over 90% of domestic hotels in China had resumed operations at the end of February 2020, just 2 months after the first Covid-19 case was reported in the country. Hotel bookings have also been increasing with business travellers accounting for the largest segment. Hotels located in proximity to transportation hubs have been the popular choice.

All the above news comes as a silver lining as it provides the Indian hotels sector a window to look for in the future, as it comes to terms with Covid-19 related travel restrictions and cancellations.

Our industry has proactively taken several precautionary steps to mitigate the immediate impact. However, we must forewarn that now more than ever, hotels will need to continue their efforts to quickly adapt to the rapidly changing business environment.

To assist with the same, we have highlighted a few measures that will assist hotels with the current onslaught below:

Stop-gap Plan

Hotels should use the opportunity to devise and implement a “Stop Gap Plan” to ensure that when demand bounces back, the hotels are well prepared to benefit from the upswing. Among essential items the Stop Gap Plan should include:

- Bare minimum operations sufficient enough for quick recommencement when the opportunity arrives
- Implement a subtle digital and social media marketing strategy to retain mindshare of customers

- Engage with suppliers / vendors to compute their capacity to re-engage with the hotel on recommencement
- Develop and maintain communication lines with key customers and team members
- Continue to remain in discussion with relevant local government authorities
- Develop a Reopening Plan and Budget
- Utilize this period for implementing Ken-fix-it / upgradation, wherever possible

“We at HVS are absolutely certain that when demand returns, it will do so in a manner that will require hotels to respond in a quick and efficient manner. To continue delivering quality to its returning customers, hotel managers will need valuable support of team members, who are currently away. Hotels should not consider retrenchment plans, unless the situation inhibits continuing operations under current conditions.”

Prepare and Plan for the Reopening

The reopening plan of a hotel should be viewed through the prism of past preopening plans that were devised for the hotel prior to its initial opening. The only critical difference in this instance being that hotel will now reopen post a horrific event that would have fundamentally altered the foundation of hospitality sector globally.

Hotels should look to implement the reopening plan in the shortest possible time available, as when demand returns the customer will become a bigger and more demanding ‘King’. Below, we have provided some key tasks that hotels will need to consider as part of their reopening plan.

Task Force Management Team

- ‘Stop Gap Plan’ task force team to handover the hotel to an operational ‘Reopening Plan’ task force team.
- The task force team should evaluate short term recruitment to bridge any gaps in operations
- Re-engagement and Support for Returning Team Members
- Provide adequate support to the returning employees to restart their work life, including assistance on matters such as housing etc.
- Roll out a training and re-engagement processes for their specific duties and departments.

Sales and Marketing

- Carrying forward from the ‘Stop Gap Plan’, aggressive efforts to reestablish connections with all customer through all available channels should be implemented.
- Effective digital and social media strategies must be rolled out as part of the communication plan
- Follow a mechanism whereby all the bookings that were previously cancelled or deferred are honored in good spirit
- Instead of ‘Glocal’ go ‘Local’: demand from outstation travelers will be low in 2020, hence, it is time to focus and rely on local demand. Special experiential packages and promotions targeted at ‘locals’ should be the driving mantra.
- Promote packages for specific target groups such as ‘Staycations’

Maintain Pricing Charts

- Hotels should think ‘long-term’ and promote value-added services and flexible booking terms instead of reducing rates.
- Discounts can be creatively packaged, by bundling services into customized packages & promotions, without adding substantially to the hotel’s cost while leveraging the property’s exclusive characteristics to remain competitive.
- Offering a flexible cancellation and rebooking policy will reassure existing & potential guests.

Front of House Facilities

‘Demand outlook’ should be the funnel through which decisions for opening of multiple front of the house facilities such as restaurants, Spas and Gyms be made.

As demand improves, hotels should gradually re-open the areas which earlier were temporarily shut down.

Increase Ancillary Revenues

Focus on ancillary revenues that maybe generated through non- core revenue generating areas such as Gyms, Spas, etc

Provide services that have traditionally not been part of the hotel’s core offerings such as food delivery through online platforms or leasing of kitchens for cloud kitchen requirements

Prudent Spending

Refrain from any form of spending that may not have a direct revenue benefit

Continue cost saving measures even when demand is back to normal to recover the losses during the crisis

Power and Equipment

Prior to powering up all necessary equipment, a thorough service plan should be mobilized to ensure that all equipment is fully functional, adequately safe and capable of delivering the required results.

Vendor Management

Post assessment of supplier capability and categorization of all operating supplies including perishables in order of importance, the procurement team must ensure proper stock piling.

Initial Working Capital

A 90 to 180 days initial working capital credit line should be established

Compliances

- Ensure that the hotel is complaint with any revised government and brand norms
- Ensure the hotel continues to follow the health and cleanliness guidelines
- Reassure Guests and Employees by intensifying routine maintenance and increasing deep clean measures

Conduct Dry Runs

At the end of such dry runs, the hotels should be able to understand any gaps remaining prior to full roll out of the hotel.

Suggestions For Post-Pandemic Recovery

OPERATIONS

The number one consideration post Covid-19 will be on health and safety which translates into hygiene and sanitation issues of the hotel. The key is to provide physical evidence of the hotel's concern for health and safety. In the aftermath of the terror attack on the Taj Hotel, hotels responded assuredly to security fears by erecting security checks at the gates of the hotel along with self and baggage screening in the portico prior to entering the hotel. This time, the checks and screening will have to be erected for health purposes. The security will check for fever with a remote thermometer, shower a light sanitizer mist, keep hand sanitizers at the reception, elevator lobbies and guest rooms. Ensure the circulation of fresh air in guest rooms and display indoor air quality. The guest room will have a sign mentioning "This room has been sanitized for your health and safety".

Hotels must plan now to do a soft-opening with one floor or two with only essential facilities and staff. The essential services will include housekeeping, a section of the kitchen, the coffee shop/dining room, a bar, engineering, front desk and security. This will ensure fewer people about.

The staff positioned should be experienced, multi-skilled and loyal employees. It will be a while when other regular staff will be required.

All staff should continue to wear surgical gloves and masks to give confidence to the guests.

Food menus must be choices of Table d'hote menus each day instead of a full a la carte menu. It will save the cost of having high food inventories. Hotels have to take into account that supply chain vendors will take time to respond to full capacity. Tables in the restaurant should be spaced out.

Self-service as far as possible should be encouraged to reduce human contact.

Since 95% accommodation lies in the low-priced sector like Bed & Breakfast, budget hotels and guest houses, the country can ride on India's large domestic tourism to kick start the industry. Inbound traffic on the other hand is bound to be slow because of fear of travel and recessionary conditions restricting disposable income. Corporate travel will perhaps revive the chain hotels though the lock down has shown that corporate travel can be limited with technology aided communication. They may encourage domestic corporate travel.

From the marketing standpoint, it is vital to keep communicating with loyal guests, especially the domestic market, through digital marketing and social media during the lockdown and after. The hotels can showcase their contributions to the coronavirus cause.

FINANCE

The second great consideration is liquidity for working capital. FAITH (Federation of Associations in Indian and Tourism Industry) has already made an appeal to the PM for certain concessions (Economic Times). They include:

- Support the payment of employee salaries for twelve months.
- Have a twelve months moratorium on EMIs, advance tax, PF, ESIC, GST, Excise, State levies, bank guarantees, custom duties and security deposits. It may be mentioned that the government has already given a moratorium of three months for existing interest and principal payments to banks.
- Have support for power and water charges.
- Interest free loans for working capital.
- In addition to the above hotels may like to:
- Renegotiate re-financing loans with better payment plans.
- Avoiding Discount Panic
- Enforce rigid cost-control in energy consumption. (Closing of floors will contribute to energy savings).
- Extend payment cycles with vendors.
- Only buy essentials for existing occupancy levels.

TECHNOLOGY

The third consideration is to move more towards AI and other technology. The Covid-19 has hastened the need to use technology to allow least contact with humans. Here are some suggestions:

- Self-check-in with codes given on the guest's mobile to open assigned guest rooms.
- Guest mobile apps should be able to connect to all buttons and switches in the room to avoid using fingers for touch. It would include controlling the room temperature, switching on lights, controlling the temperature of the shower, remote for the television etc.
- Virtual views on the TV of restaurants, lobby, and bars to see the atmosphere to avoid crowds
- Have gourmet food dispensers on floor pantries. People are going to use in-room dining more.
- Digital payments of bills and food and beverage at kiosks which will give out receipts much like the ATMs.
- Liquor options in the guest room mini-bar which will automatically bill the guest folio when bottles are withdrawn from the bar.
- Self-service room amenities from dispensers in the floor Housekeeping store.
- Self-monitoring gadgets for fever.
- Revenue Management Software to do the predictions of room occupancy and rates.
- Big Data analytics to constantly determine the behaviour and attitude of guests to give them customized services.
- Robots for cleaning carpeted and other surfaces and automated dish washing.
- The writer is very convinced that the hotels will bounce back remarkably as it always has done post such unusual happenings.

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AMITY
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DISSERTATION

“Growth of QSRs in India”



BHM 2018-22

Amity School of Hospitality

Under the guidance of: Dr. Jai Sonker	Submitted By: Riyanshi Sharma
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Riyanshi Sharma

Student

BHM 8th Sem

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3	Research methodology
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5	Results and Discussion
6	History of fast-food industry
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8	The reasons for arrival of fast-food industry in India
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INTRODUCTION

India is a country of diversity. Here food is not just considered as a form of nutrition but is also collaborated with customs and traditions. In India the taste and flavors of food preparation keep changing from one state to another. In the early age, people would mostly prefer home cooked food in India. But as urbanization is taking place this scenario seems to be changing completely.

The concept of fast-food is prevailing since quite a few years now. In this fast moving world where the expenses are day by day inclining, it is a must for all the members of the family to work for living. Also many times lot of people shift to other region away from the family in order to earn a living. This kind of a rush lifestyle gives a scope for consumption of quick meals which are easily prepared and quickly served which we term as fast-food. This fast-food at the time of being prepared in no time it is also a pleasure to the tongue. Indian fast-food industry is widening day by day which is leading to its progress along with certain drawbacks.

Indian food service industry has witnessed large scale development and the study of trends in quick service restaurants in India is very much essential as the growing QSR market is a major contributor to Indian economy. Many multinationals have entered India where a tiny part of populations used to eat out with very little number of branded eateries. The changing trends in shopping and entertainment have also fueled the growth of the segments as it has become a essential part of entire shopping experience. This industry has somehow succeeded to answer the questions on its credibility and has convinced the market by satisfying the Indian taste-buds. Better supply chains and cold storage infrastructure has helped the industry to spread across entire nation and equal growth is witnessed in tier 2 and 3 cities and ASSOCHAM has estimated growth at a 25% CAGR & likely to touch Rs 25,000 crore mark by 2020. Thousands of outlets and hundreds of Indian and international brands has captured the fancy of growing youth market. Even though the number of multinational brands of quick service and casual dining restaurants is comparatively petite, a marginal chains account for the bulk of restaurants. Indian food service companies are also expanding through franchisee model and opening multiple restaurants, establishing outlets at best of the public places. Food court layouts at malls, multiplexes and airports has given much demanded space at very competitive costs, concessions and better experience in logistics of sourcing have benefitted the QSR industry.

The present study is an attempt to understand the dynamics of QSR industry at summarize its growth through extensive review of available literature and facts. A brief survey with well structured questionnaire is conducted to understand the significant factors that influence

customer perception about QSR and most important factors that attract a customer to a specific brand.

Data analysis is carried out with appropriate statistical tools and inferences are drawn.

Scope:

Geographical Scope of the study was twin cities of Pune- PCMC with its major tourist attractions, business centers and educational hubs. Since these cities boasts cosmopolitan characteristic, it has a mix of ethnicities, educational-social-professional backgrounds.

Problem Statement:

Despite being a popular segment abroad, Indian market happens to be critical about accepting QSR as mainstream food service segment. Adoption of branded fast food was also a new phenomenon. Seeing the growing popularity of QSR segment, it becomes imperative to understand the growth dynamics of this industry along with the significant reasons to substitute it for traditional eateries. It is also essential to know the critical factors that play a greater role in brand attractiveness in this industry.

Objectives:

The specific objectives of the study are –

1. To explore the dynamics and growth of Indian QSR industry.
2. Understand customer preference to QSR as main-stream eating place.
3. To know the critical factors that attracts customers to a brand of QSR.

Research Methodology

Methodology accepted for present study is

- The conceptual framework of quick service restaurant industry and allied issues.
- The study of growth of quick service restaurant industry.
- Qualitative discussion and inputs from QSR operations staff.
- Brief questionnaire survey of tourists and locals.
- Data analysis, drawing inferences and conclusion.

Sampling and sample size: An exclusive and scientific study is carried out with an aim to reach correct number and most appropriate forms of respondents. It was decided to and atleast

a representative of each segment of market; some parameters of sampling were gender, age group, income, residence for guests. Due to time and resource constraints, Standard convenience sampling method was used for collection of data. Total sample size calculated was 130 and total Questionnaire filled were 142, however only 127 to be found valid for further study.

Review of Literature

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These are only few of the research papers that I am reviewing, I have referred to so many research papers for performing the Growth of Quick Service Restaurants in India and it helped me gather the above information that I will be concluding in the part of conclusion.

History of fast-food industry

Southern California is the first one to conceive fast-food industry in 1940s. It had a great impact on the eating habits not American countries but also in Asian countries. Several factors gave rise to the fast-food culture: the Americans interest in automobiles, the formation of a major new highway system, the suburban communities' development, etc.

The Asian countries have a strong impact on the American culture of eating out as well. It was observed that there was huge demand for fast-food in Asian countries. Ready to eat food was making a huge mark in these countries which is coordinated with urbanization. In East Asian cities the famous local fast-food items were noodles, in Middle East it was flatbread and falafel, in West Africa, the French speaking nations sold char grilled meat sticks which were known as brochettes on roadside stands. In ancient Rome cities they had street stands which would sell wine and bread. In India the famous local maharashtrian fast-food items are vada-pav, chat, dahi vada, pav-bhaji, pani -puri etc.

Trends in India

One of the largest growing food types in India is fast-food. According to the survey Indian fast food industry is growing by 40% every year and generates huge sales. India has become one of the biggest hubs for global fast food chains to grow due to the availability of raw materials, population size etc. Major global fast food players and its size Mc Donald's – 300 outlets and according to the plan it can 500 by the year 2020. Dominoes – in 2008 there were 227 outlets in Indian and by the year 2017 the number of outlets has increased to 1126. Pizza hut – 360 outlets currently in India and according to the plan the number can go to 700 by the year 2020. Subways – there are currently 600 outlets over all India which might even increase by 2020. Indian fast food industry statistically stands on the 10th position in per capita spending figures on fast food, with 2.1% o expenditure of total annual spending. By 2020 the Indian fast food is expected grow at 18% focusing on changing behavior of consumer and demographic factors. The worth of Indian fast food market is expected to be US \$27.57 billion by 2020. By 2019-20, the fast food casual dining restaurants in organized fast-food sector in India are projected to grow at 27%.

According to the survey, India is the top third country in spending capacity of people in age 25-49 years. Also in coming future 400 shopping malls, fast food restaurants, multiplexes etc are in construction or in planning stage. In Indian fast-food market different demographic segments in market are being focused. It is not just focusing on a single group but it is trying caters every segment in the market on the basis of age, sex, income group, family, region etc. In India the major consumers are considered to be the kids, the fast food brands introduce variety of things to attract the children and hence also target their parents indirectly as the children's are always accompanied by their parents. Unlike older days people in India now a day prefer eating out food items are perishable and it is very

essential for an up gradation of technology especially in the food industry. There is continuous improvement observed in the fast food technology in India.

Due to variety of fast-food brands and outlets the consumer is often observed hopping from one brand to another, which lowers the level of commitment of a consumer to a particular brand.

A decade back eating out had not been a prominent feature in an Indian's life but over the years, due to changing consumption pattern, eating out has gained momentum. This changing pattern has ensured constant growth for the Indian Food Services market. India's Food Services market has come a long way from early 1980's when the number of organized brands were countable and the market otherwise was dominated by un-organized players. The revolution in this sector began in 1996 with the opening up of restaurants by McDonald's, Pizza Hut, Domino's followed by Subway, Haldiram's, Moti Mahal and Barbeque Nation etc.

Evolution of Indian Food Services Market in India

Phase 1: Faster development (infrastructure and business opportunities) in metros and mini metros like Delhi, Mumbai & Bengaluru rapidly increased the number of organized restaurants in the 1990s. With the help of their first mover advantage, players looked to maximize revenue. No clear segmentation based on offerings was witnessed. Most of the Indian brands were running Multi Cuisine Restaurants and were offering different products under the same roof. However, with the entry of International brands like McDonald's, Pizza Hut, KFC and Domino's in 1995-96, segmentation based on offerings and service started in India

Phase 2: Demand for food joints in Tier II cities in the 2000s was powered by increasing urbanization, rising personal disposable incomes and more economic activities. A huge untapped population coupled with changing consumer lifestyles gave players an incentive to expand into Tier II cities. Also, a clear segmentation of formats started to emerge based on the offerings and service style such as QSR, CDR, and FDR etc.

Phase 3: The current decade is overseeing a shift to a larger organized sector. Customer retention, a higher range and depth of offerings are new goals among organized players. This phase witnessed a sharper segmentation within the different formats based on consumer needs and offerings by the brands e.g. within QSRs there is a clear differentiation between pizza chains and burger chains, within CDRs a further segmentation was observed as premium and value based CDRs based on attributes like ambiance, service style and cuisines etc. This phase has also seen the birth of food technology which is estimated to be growing at almost 15-20% per year.

Market Size & Growth Potential

Market Structure Food Services Industry is classified in two segments:

Organized and unorganized

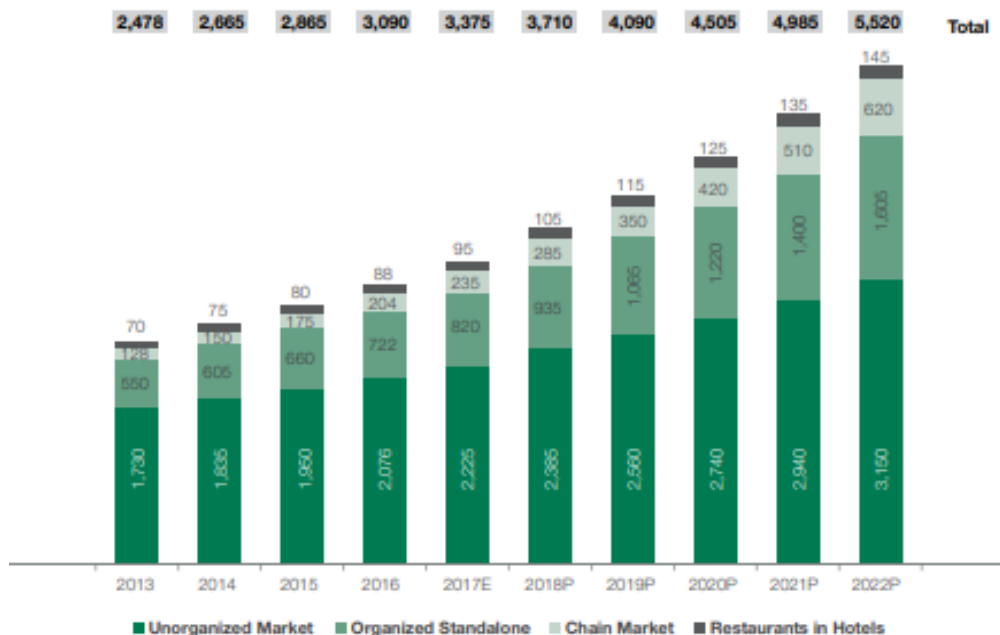
Based on following three key parameters:

- (i) Accounting transparency
- (ii) Organized operations with quality control and sourcing norms
- (iii) Outlet penetration.

The Food Services outlets that do not conform to the above three key parameters would be categorized under the ‘unorganized’ segments. This segment primarily comprises of dhabas, roadside small eateries, hawkers and street stalls. The organized segment conforms to above three parameters and is further classified in Chained and Standalone formats. Chained formats are domestic and international formats with more than three outlets present across the country. The Chained formats are further classified in six sub segments based on price (avg. price per person), service quality and speed, and product offering. The sub-segments are: Fine Dining, Casual Dining, Pub Bar Club & Lounge (PBCL), Quick Service Restaurants (QSR), Cafes and Frozen Desserts.

Key Segments in the Food Services Market		Average Spend per Person* (INR)
Unorganized Segment – It includes roadside eateries and dhabas which have been the most common eating out option.		10-100
Organized Segment – Consists of: a) Standalone restaurants across all formats with less than 3 outlets. b) Chain format which has 3 or more outlets across all formats.		-
Chain Segment		
Café	Coffee & chai bars as well as parlours and bakeries. High focus on beverages supported by food items. Eg: Starbucks, Café Coffee Day etc.	50-250
Quick Service Restaurants (QSRs)	Focused on speed of service, affordability and convenience. Strong focus on takeaway & delivery with minimal table service. Eg: Haldiram's, McDonald's	75-250
Frozen Desserts/ Ice-Cream (FD/IC)	Comprises small kiosk formats of ice-cream brands and has now extended the dine-in concept to frozen yogurt brands. Eg: Baskin-Robbins, Red Mango etc.	50-150
Affordable Casual Dining Restaurants (ACDRs)	A restaurant serving moderately priced food in an ambience oriented towards providing an affordable dining experience, with table service. The offerings bridge the gap between QSRs and premium casual dining restaurants. Eg: Pind Balluchi, Sagar Ratna etc.	250-500
Premium Casual Dining Restaurants (PCDRs)	Restaurants bridging the gap between ACDRs and fine dining restaurants. Full service restaurants with eclectic high quality interiors and high standards of service. Eg: Farzi Café, Oh! Calcutta etc.	500-1000
Fine Dining Restaurants (FDRs)	A full service restaurant with premium interiors, specific cuisine specialty and high standard of service. They offer a unique ambience and an upscale service with the help of highly trained staff. Eg: Copper Chimney, Olive Bar etc.	>1000
Pubs, Bar Café & Lounges (PBCL)	This format mainly serves alcohol and related beverages and includes night clubs and sports bars. Eg: Beer Café, Xtreme Sports Bar etc.	750-1500

The size of the Indian Food Services market in India (organized and unorganized) is estimated at INR 3,37,500 crore in 2017 and is projected to grow at a CAGR of 10% over the next 5 years to reach INR 5,52,000 crore by 2022.

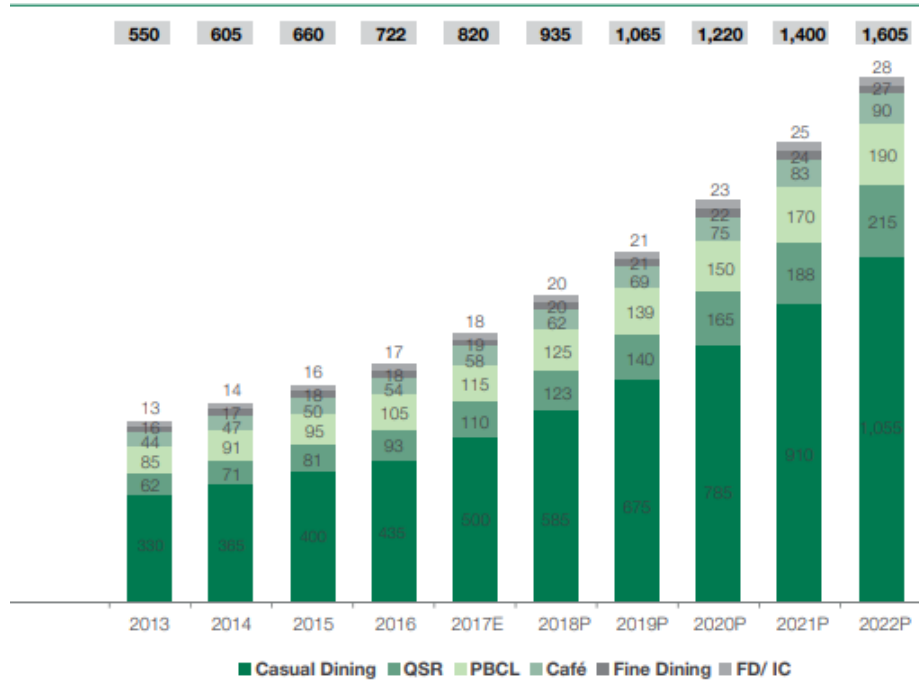


The unorganized segment’s share in the Food Services market reduced from 70% in 2013 to 66% in 2016 and is projected to fall to 57% in 2022. This is the case as many unorganized businesses are moving towards the organized sector. The organized market (chain and organized standalone outlets) is estimated at INR 1,15,000 crore in 2017 and is projected to grow, at a CAGR of 16%, to reach INR 2,37,000 crore by 2022 gaining a share of 40% from 31% in 2017.

The organized standalone market share in total Food Services market is projected to rise to 29% in 2022 from 24% in 2017. This is the case as increasing disposable incomes have encouraged owners and entrepreneurs to open such organized outlets. Moreover, this segment is projected to grow at a CAGR of 14% from 2017 to 2022. The chain market share is expected to increase from 7% in 2017 to 11% in 2022. This segment is projected to grow at a CAGR of 21% from 2017 to 2022. In case of the independent restaurants (in hotels) market share is estimated to remain constant at 3% till 2022. However, this segment is still expected to grow at a CAGR of 9% from 2017 to 2022.

Organized Standalone Market

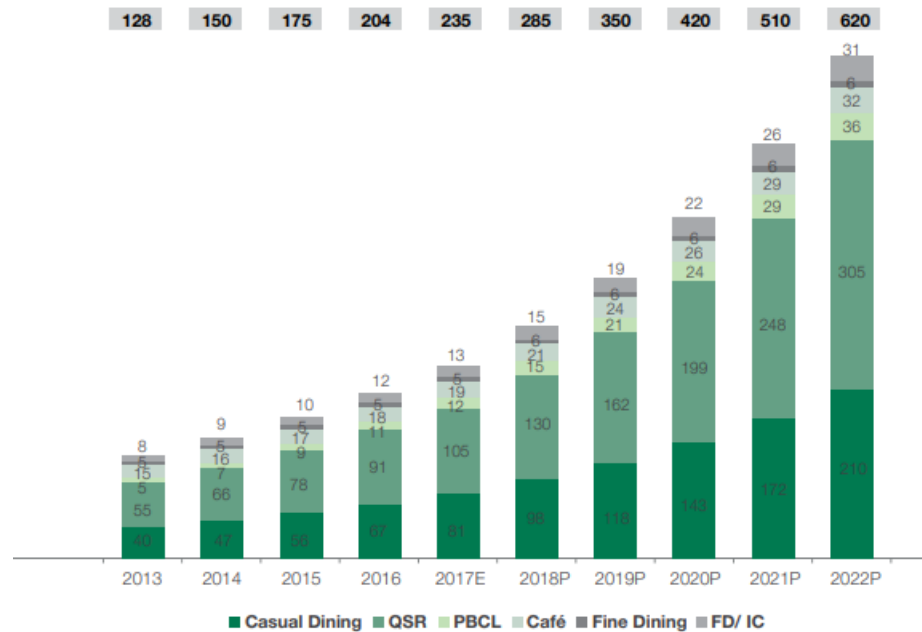
The organized standalone market is the largest organized segment with a market share of 24% in 2017. The segment is expected to grow at a CAGR of 14% from INR 82,000 crore in 2017 to INR 1, 60,500 crore by 2022.



The Casual Dining Restaurants at INR 50,000 crore in 2017 formulate around ~61% of the organized standalone market and is growing at a CAGR of 16% to reach INR 1,05,500 crore (66%) in 2022 followed by QSRs growing at 15% to reach INR 21,500 crore in 2022.

Chain Market

The chain market is expected to grow at a CAGR of 21% to reach INR 62,000 crore by 2022 from INR 23,500 crore in 2017. QSRs have the maximum market share followed by casual dining restaurants.



The chain market is dominated by the international QSR brands operating in India such as Domino’s, McDonald’s, KFC, Pizza Hut, Burger King etc. The overall share of international brands in terms of outlets in the chain market is around 37%, contributing 45% share to the total revenue in chain market. For the International brands, the QSR segment is the maximum revenue contributor with around 70-75% share followed by CDR, whereas in the domestic segment, the market is dominated by CDRs with around 50-55% revenue share. Home grown players like Moti Mahal Delux and Sagar Ratna dominate the value segment in casual dine market whereas brands like Barbeque Nation, Sigree and Mainland China are the key players in the premium space.

The reasons for arrival of fast-food industry in India

- Unlike earlier days now men and women both equally head out for work.
- Also due to the increasing expenditures and for up gradation of lifestyle it is essential that each member of family is occupied. In such case fast food works as an easy way out in this rush schedules.
- The women in present generation do not want to stick to traditional gender roles of cooking and upbringing of children. Hence this modernization brings about increase in consumption of fast food.
- The consumers now do not want to spend their time and energy on preparation of food.
- They are building their confidence more on the available fast-food brands in the market and hence being more sophisticated. In the current scenario both male and female equally are career oriented.
- Due to which there is double income and so the spending capacity increases in return it increases the consumption of ready to eat food on larger scale.
- In today situation the days are falling short for work. So when people get free time from their hectic work life they want to spend it on entertainment and relaxation.
- Due to paucity of and engagement in the recreational activities a lot of them do not intend to cook and opt for fast food products.
- Large numbers of global players have entered the Indian market due to India being the second largest country having large population.
- Also several MNC's are easily entering Indian markets as a result of liberalization of 1991, due to which many tariff and non-tariff barriers from Indian boundaries are removed or at least minimized.

India's Quick Service Restaurants Market 2015-2025:- Analysis of Products, Types, Models, Sales Channels, Regions, Major Cities, and Companies

The Quick Service Restaurants (QSR) market in India is projected to grow at a CAGR of over 18% during 2021-2025 due to increasing urbanization, rapid expansion in food delivery services, expanding young & working population, and growing number of dual-income families and rising disposable income in the country.

QSR market is broadly categorized into Food & Beverages segments with Food category holding the majority share in the market. Nevertheless, the Beverage segment is expected to grow at a faster rate in the coming years on account of innovative offerings being launched in this product category.

North India dominated the country's QSR market in 2019, and the region is expected to maintain its dominance during the forecast period.

Some of the major market players operating in India QSR market include Jubilant FoodWorks Limited, Coffee Day Global Limited, Hardcastle Restaurants Pvt. Ltd. (HRPL), Sapphire Foods India Pvt Ltd, Devyani International Limited, Connaught Plaza Restaurants Limited, Burger Kind India Pvt Ltd, Tata Starbucks Private Limited, Subway System India Pvt Ltd, Burman Hospitality Private Limited, among others.

A few of the other leading players include Sierra Nevada Restaurants Private Limited, Jumboking Foods Pvt. Ltd, Wow Momo Foods Private Limited, Barista Coffee Company Limited and others.

Domino's Pizza, McDonald's, Café Coffee Day, KFC (Kentucky Fried Chicken), Pizza Hut, Burger King, Starbucks, Dunkin' Donuts, Costa Coffee, Subway and Taco Bell are few of the popular frontline QSR brand operating in the country. Some other major brands include Wendy's, Jumbo King, Wow! Momo, Wat-a-burger, Nirula's, Burgs, Smokin' Joe's, La Pinos and Carls Jr Burger.

Years considered for this report:

- Historical Years: 2015-2018
- Base Year: 2019
- Estimated Year: 2020
- Forecast Period: 2021-2025

Objective of the Study

- To analyze and forecast the market size of the India Quick Service Restaurants market.
- To classify and forecast India Quick Service Restaurants market based on Product, Type, Model, Sales Channel.
- To identify drivers and challenges for India Quick Service Restaurants market.
- To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India Quick Service Restaurants market.
- To conduct pricing analysis for India Quick Service Restaurants market.
- To identify and analyze the profile of leading players involved in India Quick Service Restaurants market.

Researchers performed both primary as well as exhaustive secondary research for this study. Initially, researchers sourced a list of QSR players operating across the country.

While interviewing, the respondents were also enquired about their competitors. Through this technique, researchers could include the manufacturers which could not be identified due to the limitations of secondary research. Researchers analyzed the service offerings, distribution channels and the presence of all major manufacturers across the globe.

The author calculated the market size of the India QSR market using a bottom-up approach, wherein data for various applications across various end-user segments were recorded and forecast for the future years. They sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied.

Key Target Audience:

- Quick Service Restaurant players, franchises and other stakeholders
- Organizations, forums and alliances related to OTT Video Services Platform
- Government bodies such as regulating authorities and policy makers
- Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end-users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India Quick Service Restaurants market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Market, By Product

- Food
- Beverages

Market, By Type

- Chain
- Standalone

Market, By Model

- Dine-in
- Take Away
- Home Delivery

Market, By Sales Channel

- Physical Outlets
- Online Standalone

Market, By Region:

- North India
- West India
- South India
- East India

Market, Major Cities

- Bangalore
- Mumbai
- Hyderabad
- Delhi
- Others

Market, By Company

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India quick service restaurants market.

Available Customizations

With the given market data, the publisher offers customizations according to a client's specific needs.

Profit Margin Analysis

Profit margin analysis in case of the direct and indirect sales channel.

Challenges faced by fast-food industry in India

Various MNC's enter the Indian markets to establish their brand and hence increase the hope of the government as well as the people for increasing employment rate, GDP and GNP but, in reality neither the employment rate increases nor the GDP and GNP, all the profits are repatriated back to their home country by the MNC's.

There are various food items which are prohibited from consumption due to social and cultural implications. Food- items like beef and alcohol are restricted from consumption by most of the Indian crowd.

Also certain segments of people who follow ahimsa avoid eating non-vegetarian food, while some others avoid onion and garlic in their food products. All these practices create barriers for the fast food brands entering Indian markets. In this way social and cultural implications are also one of the challenges faced by fast- food industry in India.

Another challenge arises by not using glassware, metal ware or cloth napkins while serving fast- food. In most cases paper napkins, cups, polyurethane containers and plates are used for serving fast-food which are often tossed in garbage and not recycled hence there is emphasis on using of bio- degradable products. Also Indian government is making strict laws regarding usage of bio-degradable products, but these products being high in cost is a challenge for the fast-food industry.

Also meeting the balance between societal expectation and companies economic objectives is a huge challenge for the fast-food industry. One of it tries to raise the standard and the other tries to compress it.

Effects of fast food on health

Along with its taste and convenience fast-food also carries a lot of hazards to the health to the one consuming it. Food industries are earning billion dollars of revenue but are adversely affecting the nutritional level and healthy diet of human beings being them through its taste and flavors.

Consumption of such fast-food increases obesity and leads to overweight which causes diseases like diabetes, high blood pressure, cardio vascular diseases etc. Consuming fast food not only affects the physical health of human beings but also affects the mental health causing depression, fatigue, hypertension etc.

Conclusion

As India is heading towards modernization the fast-food industry will keep expanding. The changes in the living condition of the country bring about progress in the fast- food business. There are various reasons like men and women simultaneously working, increased number of single- parent households, long distance to school and work, short lunch times etc for growth of this sector in India.

There is definitely growth in the business of the fast-food industry in India which is positively affecting the economy but every coin has two sides, there are certain drawbacks as well. It is negatively affecting the human health resulting in serious health disorders.

Data Analysis and Discussion

This research on QSR industry required multiple methods of data sourcing. With the objectives clearly set in the mind, data collection is broadly divided in two parts as Primary data and Secondary data.

Primary Data: Major sources of primary data include responses of Tourists, hotel guests, shoppers and locals at different locations. There is a specific questionnaire used for collecting information. Demographic data is collected with multivariate questions and preferences section of questions with five point likert scale. The objective of the study is well discussed with the every contributor and the information provided by these sources is arranged for further analysis with appropriate statistical tools.

Secondary Data: Research includes extensive literature review on QSR and consumer behavior from relevant research journals, newspapers, proceedings of the conferences, dissertations at the pre-doctoral and doctoral level, published & unpublished texts and cases as well as renowned data bases such as Ebsco, Emerald inside etc. are used effectively.

Suggestions of the study

The fast-food industry needs to take control over the health hazards occurring through its consumption. They should take corrective measures and try to improve the nutritional value of their products along with its taste. The more will be the nutritional value of their food items, more will they contribute to the health benefits towards the people and society. In return they will improve their goodwill.

Over the past few years, the Indian Food Services market has gained increased prominence and grown to include a large number of brands across various Food Services formats alongside the presence of standalone outlets and a large unorganized market. Food Services is emerging as a key contributor for the Indian economy, including employment generation, skill development, growth in the allied industries, entrepreneurship, and tourism and creating experiences for the Indian consumer. Efforts have to be made to remove the various factors that are impediments to the growth of the industry and impacting the smooth functioning of business operations.

Key areas that may help Food Services Industry in achieving its true potential are being discussed in this section.

Positive Policy Framework

Policies formulated by government plays a vital role in growth of any industry. In case of Food Services industry in India, the industry feels that policy formulation by government should have more active involvement of industry bodies (for example NRAI, National Restaurant Association of India). By actively involving stakeholders in policy making, transparency in decision making can be achieved and a realistic and effective policy can be formulated. With involvement of stakeholders in policy making, implementation becomes easier and conflict is minimized.

Industry Status

Food Services sector has still not got an industry status from the government which further makes it difficult to attract the desired levels of investments. For the rapid growth of the sector, government should grant industry recognition to the Food Services sector and facilitate easy availability of working capital loan to the players through policy formulation.

Ease of Doing Business for Food Services Industry

A high level empowered secretarial group should be appointed focussed on ease of doing business for the restaurant industry and moving towards a single window clearance system. Current system and its complexities discourage entrepreneurs to open up their own restaurants. Single Window Clearance system will simplify the process and will encourage Indian Youth in becoming self-employed.

Setting up Institute for Training

There is a dearth of skilled manpower in Food Services Industry. To address this, few players have set up in-house training centres. Initiative from Government to establish (certified) training centres, especially in Recommendation 43 Recommendation geographical clusters where manpower supply is higher such as Tier II cities and North Eastern region; it will encourage youngsters to enrol for training and will increase their employability. Also, some sort of certification, whereby the current workforce can register and get certification will help current employees as well as employers. There may be multiple level certifications starting from basic qualification to advanced qualifications that indicates degree of skill of the employee. Collaboration among Industry Association, Food Brands and Government agencies will facilitate in creating robust training program, and providing employment to Indian Youth as well as helping Industry address one of its key constraint. The road ahead for the Indian Food Services Industry is promising and it is imperative for the Indian government to facilitate faster growth of this sector.

Make in India Initiative for Kitchen Equipments

The rising number of restaurants, a consequence of the changing culinary preferences in India, is a harbinger of business for the manufacturers of commercial kitchen equipments – commercial fryers, char broilers, ovens, cooking ranges, microwaves, toasters and food warming equipment, etc.

The average equipment cost involved in setting up Food Services business range from INR 1 lac to a few crore depending on the format type, product range, brand, etc. Currently, most of the brands import kitchen equipment and it comprise of significant cost of setting up restaurant. Encouraging domestic kitchen equipment industry will not only help restaurants in reducing their capex, it will also provide employment opportunities in India.

Encouragement from Government in forms of incentives in setting up Kitchen Equipment industry will help Food Services Industry in cutting cost. It will also help entrepreneurs in being able to set up restaurants with lower cost.

The road ahead for the Indian Food Services Industry is promising and it is imperative for the Indian government to facilitate faster growth of this sector.

