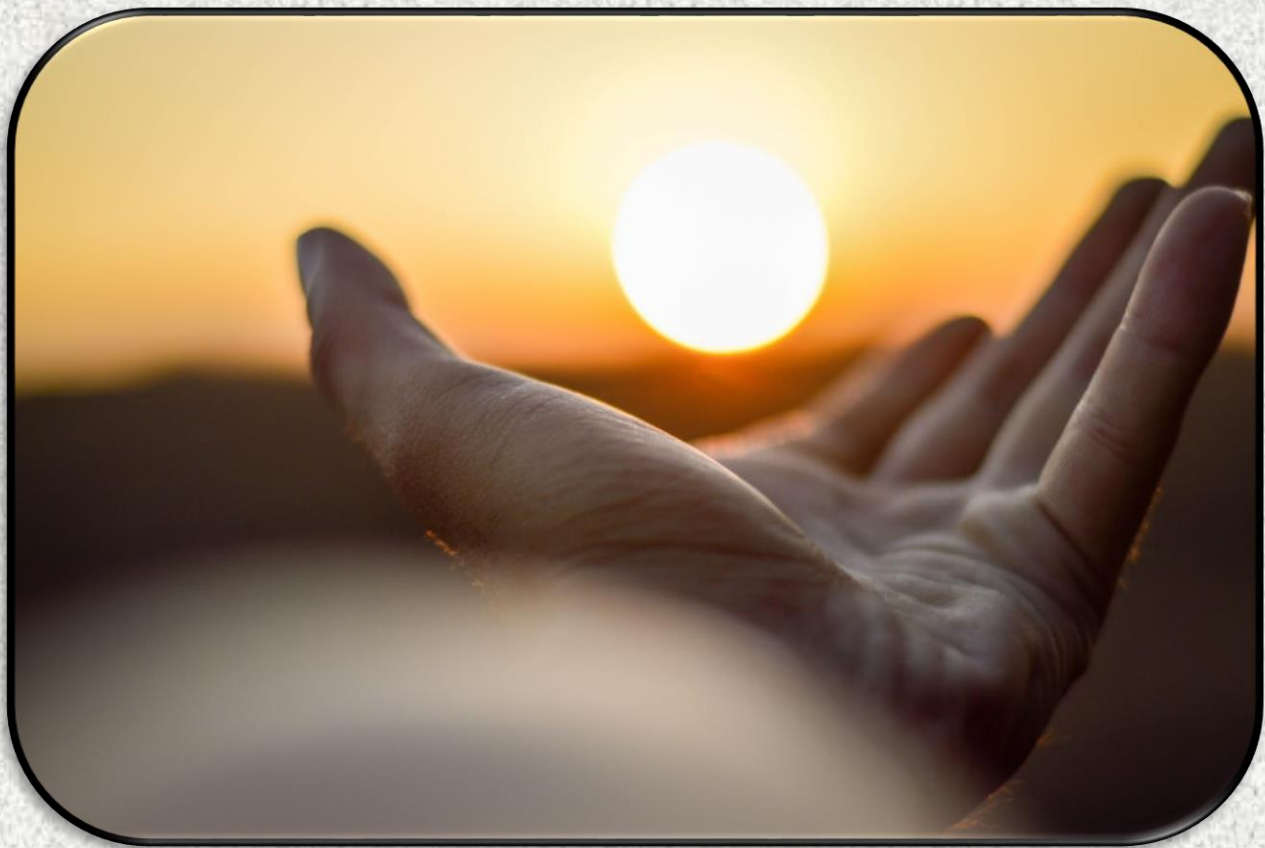


Hospitium-V

The Welcome Resurgence

January-March 2021



Message by the Dean

My dear readers,

Greetings of the day...

Every suffering teaches us something – it is for us to draw our lessons from them. Over the past 12 months, the world has seen a lot. Whatever may have been the way in which we felt the pain or tolerated the suffering, we have, as was quite expected, eventually emerged victorious. Seeing life slowly trickling back into its usual rhythm is indeed a long-awaited, welcome change. Our country is now quite prepared for the 3rd Wave...



The little pinch of the vaccine is doing its job right and, for us, it is the most opportune moment speak about positivity and to look forward to nothing else but *forward progress*. While we, as academicians are doing our best to find ways to implement the pro-student approach as ordained by the latest *National Education Policy* and are equally gearing ourselves to re-position hospitality as the fastest-moving, most exciting and a fulfilling trade. This also happens to be the most opportune moment for us to reinforce our relations with the hotels and service establishments which are now gearing themselves to take on the unprecedented thrust of tourists and businessmen while undertaking travel for the sake of *Revenge Tourism*. We conducted an exclusive Webinar on revenge tourism just a couple of months ago.

I urge the parents to, whenever possible, pay us a visit and have a first-hand experience about what all is in store for their wards. They will notice a feeling of personal concern and warmth that has been further reinforced. We will continue to, as we have always done in the past, march forward with them shoulder-to-shoulder and help our dear students achieve their goals and ambitions in life.

As I look forward to the pleasure of meeting you all, I convey my best regards to you and am confident about the world turning around very, very soon.

Yours Sincerely,

Dr. (Prof) Garima Parkash

Dean

Vatel Hotel and Tourism Business School, Sushant University

Message by Director, Vatel India

Dear readers,

I do sincerely hope you and your families have been keeping well all these days.

As we step into yet another year of challenges and trials, we recall and see that our tryst with the pandemic has made us stronger and we now seem to be dealing with the situation as fully prepared, seasoned and well-equipped opponents.

Holding a multiple portfolio at the Sushant University, I can have a great amount to talk to you about the latest happenings at the Institut Vatel France, development of facilities at the Sushant University and about my dealing with the students in the capacity of Director, Campus Life. In all these spheres we have been able to handle situations sportingly and have put in the best of our efforts to ensure a proper conduct of education, maintenance and of well-being.



The delivery of hotel management course in France, like in India, has been online and, just like we at the Sushant university have been able to do, they too have been able to successfully conduct their exams and evaluations. At the Sushant University we have conducted special plantation drives and with a special focus on the preservation of flora and fauna. The solar energy systems have been re-vamped and we shall very soon be able to reduce our reliance on the local power supply with a magnificent percentage. We have already prepared ourselves for the monsoons and our water-harvesting systems are ready in place.

The existing students and the alumni of our university have been in regular touch with me and are very eager to see when we shall be able to re-start the teaching system and the practical classes like we used to do in the pre-Covid era.

Like everybody else in this world, we cannot but hope to be positive and we jointly look forward to a promising world, full of opportunities, sometimes very soon.

I convey by best regards to you.

Yours Sincerely,

Mr. Laurent Guiraud

Director-Vatel India

Vatel Hotel and Tourism Business School, Sushant University

Message by the Program Director- BHM

Hello dear readers,

Being the hospitality school's functional head, one of the most important functions for me is to ensure that the examinations take place without any problems and that the students participate therein with keen interest and enthusiasm. The system of online exams just had to be tweaked to suit the need as per the present circumstances. Our interest, more than anything else, was to ensure that the students are positive about the process and that they take the exams as an important exercise for their progression. I am happy to say that all the students were successful in seamlessly taking their exams, the results of which have been recently declared.



A unique aspect of the exams this time was a blend of multi-choice questions with the subjective questions, all of which had to be completed by the students in the specified duration of time.

One aspect, however, that kept me on tenterhooks was the availability of internet, upon which we were entirely dependent. A minor disconnection or a slow progress of which would have caused immense problems and disaster for the students and for us. I kept my fingers crossed and am happy to say that that the *Wi-Fi God* held our hand through and through.

These online examinations turned the students as experts as this was the fourth online exam they took. Though they are not likely to face any problems in the future online exams *but I would much rather hope we get back to the traditional system of physical examination systems*. The TCS Platform which the University uses has now become a way of life for students and no more causes any threats or inconveniences.

For the students while at home, the travel restrictions were in place but they found their own way to enjoy each other's 'virtual company'. While doing so they came to terms with the idea of hygiene and sanitization and understood the role that it can play for the personal well-being for them as well as for their families.

Well, so far, so good – hope we are able to cope up with the new systems that would perhaps be introduced and that we would be better prepared to face such Covid-like challenges.

I wish you all the best.

Culinary Regards,

Chef Sunil Kumar

Program Director-BHM, VHTBS

Vatel Hotel and Tourism Business School, Sushant University

Message by the Editor

Hello my dear readers,

Greetings of the day.

This edition of HOSPITIUM is unique as it carries articles on a variety of subjects. It touches upon the system of hospitality education, talks about the current scenario of service establishments and gives us an insight into what all could the future hold in store for the world of hospitality and indeed our tryst with the pandemic.

Despite all odds being faced by the people engaged in this very fine trade of education, a ray of hope still persists, showing them that a day will eventually come when things will get back to normal and that we all will put the memories of the dark year gone by behind us and prepare ourselves to make an unprecedented progress with full thrust and steam.



Teachers always enjoy having students in front of them physically and that is where, ideologically speaking, the transfer of knowledge takes place in its most effective form. The online pedagogical activities though have been able to fulfill the purpose, the teachers and the students have not been able to relish the ‘fun of the mischief’ involved in the traditional style of classes.

Be that as it may, the students who joined our hotel management course in the *Covid Era* have now entered into their third semester – the time by when they would be able to enjoy *college life* (as so profoundly aspired and fantasized by them while still at school) remains to be seen...

I convey my best regards to all...

Best Regards,

Mr. Kulmohan Singh

Editor-Hospitium, Adjunct Faculty/ Placement Coordinator

Vatel Hotel and Tourism Business School, Sushant University

Radical Changes in the Indian Higher Education Landscape in the Domain of Hospitality

“We all have heard the phrase that the World is changing, but, as a matter of fact, hasn’t it already changed...?”

It is a determined conclusion that the world of education will never return to the old ways and the educational institutions will continue to innovate and to keep up the pace with the ever-changing environment.

The education sector is susceptible to immediate changes and, quite unlike the industrial and commercial sectors, can modify its systems quite rapidly. Not having to deal everyday with the supply-chain management, it becomes convenient for them to amend and to upgrade their curricula, as long as it conforms to the norms laid down by the controlling bodies.



Whereas on one hand the systems have changed rapidly, statistics show – with a particular reference to the higher education - that the enrolment rate for 18-23 year olds in the recent years shot up from 12.39 % to 27.1 %. This indicates that not only have the systems in education undergone a radical change (reference may be given here about the new Education Policy introduced by the Ministry of Education, Government of India just last year) but also has there been an extremely encouraging rise in the number of students wishing to enroll themselves for higher studies.

This clearly demonstrates the fact that the State deeply understands the need to modify, to contemporize and to modernize the system of education and to bring about therein a standard as being practiced by a few developed and advanced countries.

With particular reference to hospitality education, we can see that it has experienced a sweeping change with regards to the basic psyche in general and with regard to the elementary understanding of the real domain of hospitality and hotels on the part of the students, their parents and the way this knowledge needs to be transferred by the teachers and the educators. The first being the understanding of the difference between the terms *Hotel* and a *Restaurant*.

The word hotel now appears to be disappearing, especially in the case where the service establishment is serving only food and beverage. The roadside eateries on the highways have now understood the difference and have begun to use the correct terminologies.

As far as students go, they do not appear to be having any inhibition about the type of functions involved in food and beverage service, in housekeeping and in the kitchen. The traditional saying that the hotels, apart from offering glamour and fascination, have, behind the scenes the operation of *low-rated and dirty functions*, has given way to expressions like “*Unless I do not do it with my own hands, I will never be able to learn.*” This also entails coming to terms with the long duty hours and the labor intensive functions to peculiar to the world of hospitality.

Talking about the institutions, as a starter, technology has been the most disruptive change



that the hotel management institutes have been able to adapt themselves to and have more or less, have gotten used to its application in the daily, usual functioning. Every system, procedure, method and process now requires to be done in the minimum amount of time and with an element of high precision. This implementation of technology has,

however, not overpowered the student's natural learning experience, which is so particular, especially in the hotel management studies. The teachers too have adapted themselves to the educational shift. This does not mean that the teachers have become robots; they have transformed their interaction with the students.

Being able to rapidly adapt itself to the environmental changes, the hospitality education, just like the other industrial sectors, must continue to innovate and to change. Let us have a look at how the hospitality education is likely to shape itself in the future.

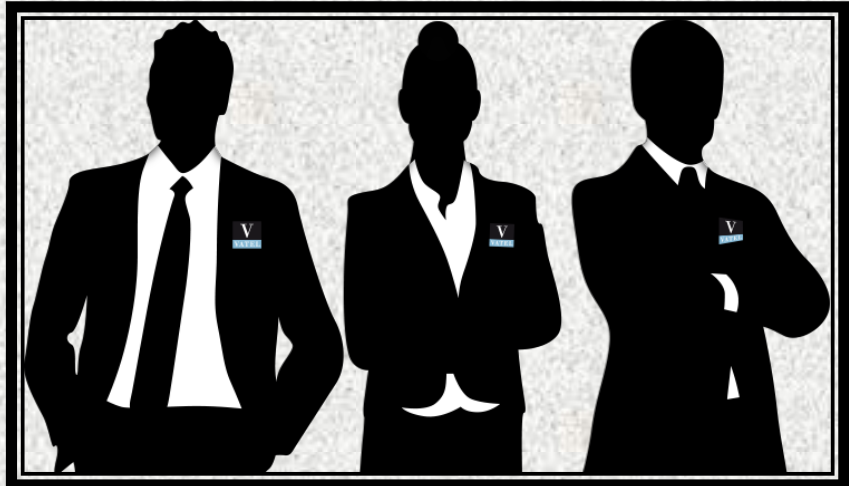
By,

Dr. (Prof) Garima Parkash
Dean-VHTBS

The Hospitality Education of Today

The curricula at almost all the hospitality institutes, rather than consisting of merely the traditional subjects to study (Front Office, Food and Beverage, Kitchen and Housekeeping) has come a long way and has been designed as per the needs of the travelers and the hotel users of *tomorrow*. The students are now required to adapt themselves with the balance of technology to enhance customer experience. They will require all the skills to engage their patrons, customers and the guests with digital tools and take benefit of the new media platforms, with the virtual and the augmented devices.

This said, however, the hospitality vocational programs will have to never lose their focus on the basic human talent to understand the intricacies of handling guests and to operate hotels, especially the procedures which do not need an electronic intervention. Students are now being taught to integrate technology at the various points of contact to ensure a superior service and an overall satisfying experience.



The HM institutes have moved away from barely restricting themselves from teaching the core operational subjects to learning quantitative techniques, the application of statistics, financial and mercantile laws and the dynamics of human resources.



There is a marked improvement of the enhancement on the learning of soft skills, which is destined to help these future hoteliers while interacting with the guests professionally and also enhance their inter-personal relationships with the colleagues, superiors and with the social world at large. A rare blend of business acumen, an entrepreneurial mindset and a psychological study of customer

behavior in the pedagogical systems is positioning the students to come to terms with the

customer on a much closer basis. The management of the human-digital relationship is, therefore, the new cornerstone.

Students now spend less time in the classroom and are more engaged on the shop floor or in the world of reality, learning by performing functions with their own hands. By doing so they are developing their creativity and are giving a boost to their risk-taking mindset. The managers of hotels, who are the direct supervisors of these students also had been students at a particular point in time, understand the importance assigning independent jobs to students. They all firmly believe in the saying that a mistake teaches a student far quickly than a regular practice.

Educational visits and feasibility studies - A set of students are given to fix appointments on their own in order to visit restaurants or service establishments of their own choice, with the intention of conducting a detailed learning about the ways of their functioning. This helps them come to terms with their difficulties and challenges which stand to be the best ways to practical learning, induced by their own efforts.



Case studies – Case studies emanate from the real situations, in which an instance or an unforeseeable occurrence takes place, which has, in some way or the other, brought about matters of concern either to the guest or to the daily, routine functioning of a hotel. The said incident is closely studied, deeply investigated upon,

profoundly analyzed and examined so as to derive a useful and a practical learning from it and also to ensure that steps are undertaken to avoid their recurrence. A detailed study of different real-to-life cases enhances the preparedness of students or to react befittingly to save the interest of the guests and those of the hotel.

Learning of a foreign language and gaining the level of proficiency is a very strong tool to enhance inter-personal relations with the guests and with the clients of the hotel. The archaic system of learning just a few words or expressions in trying to either express oneself or to be able to understand, to whatever degree possible, the matter that the guest is trying to communicate, is now being replaced by engaging into real-time conversations in foreign languages, thereby coming closer to the clients and in getting to understand them better.

The customer-base has now increased tremendously and the hotel management students are in demand in various sectors like banking, retail, airports and railways. This has induced in the

hospitality learning, the study of retail, disaster management, banking and environmental studies.

Executive education (offline and online) has become the key business factor for several organizations who have developed a dynamic talent pool. The hospitality professionals are now being nominated to attend specialized training programs as a reactive approach to the changing world.

The hospitality students of today are not able to afford to merely be disciples of the industry by answering the short-time needs; they are, as a matter of fact, being accultured to be the drivers of the hospitality industry, which is not confined just to hotels and restaurants.

Coming to terms with the environment and understanding the fact that hotels stand to be one of the principle consumers of gas, heat, light, power and water, tend to emit tremendous quantities of greenhouse gases, which harm the society and, eventually, the flora and the fauna. Environmentally positive, carbon-positive water-positive hotels are coming up as Green Buildings, and, correspondingly, the study of these elements has taken a prominent place in the curricula of HM institutes.



Sustainability – A hospitality trend that is both current and a hallmark of recent years is *SUSTAINABILITY*. This aspect once again assumes an important position in HM studies and talks about avoiding disposable plastics, eliminating unnecessary paper consumption, reducing food waste, judicious use and re-cycling of water, laundry

systems and the careful use of electricity.

Owing to the impact of COVID 19, the students are now being taught more on the lines of the best, most ideal ways to extend a contactless experience to the guests. *Closeness to a client*, as is the motto of all hospitality establishments, is now being replaced by maintaining a ‘safe distance’ and yet being able to provide a personalized service. The customer-facing services have been given an overhaul due to the technology-assisted options. Apps, in particular, have become increasingly important in the way the hoteliers manage the service to their customers and are being able to control many aspects of the guest cycle experience.

Entrepreneurship: The latest trend shows that the HM institutes now have started to get students, who right from the time when they appear for the admission interview, house a strong passion to have their own start-up, their own proper business to manage the same and to further expand and diversify.

Managed properties – The asset-light approach has become prevalent in the industry. The parity between the management of operations and the owners of the real estate is, indeed, a complicated and a rather delicate issue. The owners of properties and the managers have their own vested interests and the art to strike a balance between them to respond to their individual interests is indeed an arduous task. This has therefore crept in as a matter of special study in HM institutes.

Nutrition & Dietetics – As the time progresses, the people are becoming more and more diet conscious and have adapted themselves to balanced and controlled régimes. Study of special menus, confirming to the medico-dietary regulations and to the individual needs have now found their way into the menus of hotels and, therefore into the hospitality education system.



Generations X and Y – These new generations have diverse and dissimilar requirements, according to which the hotels are being designed, and therefore their study becomes imminent in the HM institutes. These days the older clients think about hotels and cars, whereas the new generation thinks about Air B&B and Uber.

Outsourcing – Taking a cue from what most of the organisations do to minimize their risks and costs, they have started to outsource their service such as security, housekeeping, laundry, health clubs and transportation. The system of hiring manpower on a daily wage basis is also a step towards outsourcing. The dynamics, legalities and the subtleties involved in these systems now form part of HM studies.

The HM institutes in a nutshell, have programmed their studies and have adapted themselves so as to keep pace with the progress made by hotels and service establishments all over the world.

By,

Dr. (Prof) Garima Parkash
Dean-VHTBS

A Stroll through the Food Streets of Delhi

With the world looking forward to opening up once again post the Pandemic and a new face is being given to Chandni Chowk, (the real street food hub) it seems difficult for the food lovers and the enthusiasts to resist or to hold themselves back. But, we cannot ignore the other hot and happening places for food lovers of Delhi.

Delhi has always been famous for its street foods and a lot of it has come out of the Old Delhi streets. Each nook and corner has a different story to tell and a different type of cuisine to offer. It must be noted that these outlets, no matter how old may they be, have come a long way and have evolved themselves from barely a roadside eatery to a celebrated, well-known brand around the country. I am a street food enthusiast and have spent days and months exploring the soul of Food of Old Delhi.

It is difficult to make a mention here about all the outlets I like but yes, there are a few which are favorites of most of us and I make it a point to patronize them while visiting along with the family or with my students.

1) Chandni Chowk - *Natraaj Chaat Counter* - this is one place where any veg food lover would love to go. If I am there in the vicinity or there is some religious ceremony on or I have a veg loving buddy, this is where I go to. Normally, the starters are from the Natraj chaat Counter that may range from *Dahi Bhalla* or *Chaat Papri* followed by the main course from the ***Parathe Wali Gali*** (do not miss out on the papad ka paratha) accompanied by a big glass of Lassi (sometimes two also). Meal normally ends with a line-up of desserts from the sweet shop right outside the Parathe Wali Gali. Desserts like *kulfi falooda*, *moong dal halwa* etc are on the top of my list. One may also try the *Chole-Bhature* from the shop located bang opposite to the sweet shop.



2) Gyani & adjacent outlets- yes, this one is again at Chandni Chowk (involves a wee bit of walk but worth it). There are few good options around. One may have those amazing *Chole Bhature* from the Gyani Bhatura outlet or, walk down a bit more towards the inside and you'll hit a *Dhaba* that serves the traditional *Dal Fry*, *paneer bhurji* and YEAH, bigg parathas and when I say Bigg, I mean BIGG. I mean 20 inches in diameter. (I did consume two of them together just to win a competition though). To seal the deal, do not forget the good old *Gyani da Falooda*. I still remember the first *falooda* I had here when I was in my class One. Came here with my Parents and my elder sister and I accidentally dropped the big falooda glass as it was just too heavy for my small hands.

3) **Jama Masjid** - Now this is one place that I can blame for 20% increase of any non-vegetarian. Seriously; if you love non-veg. please do visit and make sure that your stomach is empty and the eyes are open. We prefer taking a walk rather than getting on to those autos. There is a famous fried food outlet serving fried fish, fried chicken- lollypop, wings, boneless, curry cuts and few more options. The sauce is spicy and yet good to resist. Next up, is one of the two Food Meccas of this area Karim's or Al Jawahar. On one side, Karim's mutton seekh kebab should not be missed and on the other side, Al Jawahar's Barra are major turn-ons. If you have the right skills and know the time you will be reaching there, order a roasted leg of lamb/ Raan (and make sure that there are at least 4 of you. Gravies like *Brain Curry*, *Mutton Stew*, *Rogan Josh* etc. go really well with *Khamiri Roti*, *Roomali* or with *Parathas*. Biryani may though be skipped. Dessert options can either be the *Kheer* or *Phirni* or my favorite: *Double ka Meetha* available at an old uncle's outlet right opposite to the Karim's Jama Masjid.

4) **Jamia**- This place reminds me of just one thing; the real taste of biryani. Yes, this is the best place to taste the authentic forms of biryani. I have three of my favorite outlets lined up very close to each other right opposite to the Jamia Police Station. Sit back in the car and enjoy the taste coz standing outside is not so easy. You'll be surprised when you'll compare the prices to the quantity. The third outlet is my favorite out of the three. Goes by the name of Al nawaz. Start your meal with raan or barra. Do not miss out on their mutton stew. Highly aromatic and enticing taste of biryani. They normally serve chicken biryani but the mutton biryani cravers can have the mutton version on Fridays. Word of advice: try going there for lunch.



5) **India habitat Centre** - My visits normally to IHC have been in my quest for peace or the need for those amazing Chili Dogs. They really do make the original version. Yeah, having a descent breakfast at The All American Diner's is worth the time and money. Located right in the Centre of South Delhi, this place take you through an Inter-dimensional portal to a world away from the traffic Sounds and the busy streets to a place where one can be a spectator to various cultural events, enjoy the street plays and at the same time enjoy the cuisines of the world. The access to certain outlets is provided only to the members so please start looking out for your distant friends who are members of this place.

6) **Dilli Haat** - Let me try to define this place in one line- Flavors of the country available under one roof topped up with cultural festivals and surrounded by endless shopping options. Yeah, this is what Dilli Haat is all about. This has been a hangout place for our group since the college time and I still remember the challenge I took up from my friends here once of making a group of girls laugh without cracking those boring jokes. Guess what? My friend ended up having a spoon full of chilli paste mixed with mustard sauce and vinegar. I love the fruit beer that they

serve along with each and every meal available here. Even though I know that it's based on that same old flavoring syrup available in the market, it tastes completely different here. The festivals that keep on happening here on regular basis makes it all the more fun. On a lighter note - If going there with your spouse, please ensure you are carrying a good amount of cash. He/She is bound to do some shopping there.

7) Defence Colony - This place has got something or the other for each member of the family.

If going out with the family, you have loads of options starting from Sagar's, Colonel's, MB's etc., for the gang, there are good options available like a resto-bar located right above the flower shops (try out their range of hookahs) and how can one forget the newly opened Social Offline. If I get an opportunity to take my girlfriend out there, I don't know where all I'll end up taking her. Amici is definitely one of my favorite



places and how can one forget to try out the amazing bakeries located here. Do try the Banoffee pie at Whipped and do try the huge range of Frozen Desserts available here.

8) Paschim Vihar- Little Chef located on Jwala heri road is again one of my favorite places to go to. I have always tried out the Indian food here and quite recently someone told me that they have very nice Chinese also so I guess, I'll have to visit the place again this weekend. Momo King and Firangi Momos are the ones you have to actually understand the flavor of momos (and I don't mean Dimsums). Baklava options at the Oasis is worth trying but the bakery and confectionery options can always be skipped. Still waiting to hear about any good bakery setup here.

9) Mayur Vihar Extension Market - Now this is one place that has never let me down. One can think of any type of street food, its available right here. Located right Next to the ASN school, the street food market opens up by around 6 pm and goes on till around midnight. Things that one must try include: *Bengali Food Kiosk* (located next to the vegetable market), the rolls, amazing *Tangri Kebab*, *Fried Chicken*, *Biryani*, *Shawarmas*, *Chinese*, *Momos* (try the fried version and yeah, they have mutton momos as well), *Chinese* (available at an average food van), the ***Delhi Chaat counter*** serving the best of paani poori (located inside the market next to the best rice store). I have personally interacted with the street hawkers out here and it turns out that their ingredients were even better than most of the star-rated hotels out there. My advice, I you are around this place, do not miss out on the street cuisine of Mayur Vihar Extension.

By,

Chef Sunil Kumar

Program Director-BHM, VHTBS

The World of Cheese

Cheese has always been an essential component of the kitchen. Whether we are talking about the modern day cuisine or reading about the origin of food, an element or a derivative of cheese has always formed a part of cooking. The process of making cheese is indeed quite simple. It is prepared by the curdling of milk with the addition of a 'start culture' of bacteria. The product as known today as the soul of various cuisines, is hard to believe, was produced by accident. A beautiful accident. Each one of us has their own favorite depending on the culture and cuisine.



India, known for its aromatic spice-laced cuisine around the world, is famous for *Paneer* which is also known as Indian cottage cheese around the world. There is hardly any household in the country who doesn't know the recipe for this cheese. People as per their taste and preferences, keep modifying the product. Addition of freshly chopped chilies and coriander or maybe some roasted cumin during the preparation of the cheese has rapidly gained its reputation.

Labneh or Labna blurs the line between cheese and yogurt. Due to its creamy & sour texture, it is quite famous in the Mediterranean & Middle Eastern Cuisine. When combined with some fresh tomatoes, cucumber and olive oil, it becomes a perfect accompaniment for the cuisine's line-up of freshly baked breads.



In the Spanish cuisine, Manchego cheese holds a special place. It is produced using the milk from Manchega sheep and can be aged from anywhere from sixty days to two years. The

color of the cheese may vary from ivory white to a sandy yellow and compliments the various protein preparations.

Feta cheese is considered as a gift of Greece to the world. The cheese is prepared from a combination of sheep's and goat's milk & takes about three months to mature. It is brittle in

nature and over the time, has been able to create his hold around the world, especially when it comes to salads and dips.

Roquefort cheese is traditionally made from sheep's milk. This blue moldy cheese takes five months to age. It is sharp and crumbly, with notes of sweet and nutty flavors, Roquefort is best paired with nuts and honey so pop it in a salad with caramelized walnuts.

Gouda cheese can be traced back to Netherlands and it's a semi-hard cheese, and similar to Cheddar in that it comes in a variety of intensities. Long-aged goudas, that is aged for over a year, have the consistency of a hard Parmesan. However, young Goudas are soft and have the ability to melt. Anyone who has tasted Dutch Gouda Tartlets, can't think about loving another type of savory tart ever again.



Emmenthal is one of the famous cheese that comes from Switzerland. The cheese has those signature holes in them that come from bubbles of carbon dioxide as created as yeast bacteria consume lactic acid in the curds as the cheese ages. This cheese is mild, a bit sweet, and phenomenal at melting. It is ideal for a grilled-

cheese sandwich or a fun fondue.

A native Mexican cheese, Cotija is found topped upon many of our favorite Mexican dishes. But what makes this cheese rather special is that you can eat it at different times of the aging process. Cotija's flavor profile changes as it ages, starting out mild and salty, like a young feta, and then maturing into a nuttier, drier, and sharper cheese over three months.

Cheddar originated in Somerset, England and its name is a reference to the curdling process the cheese uses - "to Cheddar". Milk is cooked and then milled into tiny pieces. Those pieces are then pressed together to form a block. It's this *Cheddaring* process that gives the cheese its distinct nutty quality. The cheese comes in several varieties ranging from the sharpest of sharps to the creamy mild.

A common veggie burger addition, Haloumi is an ripened brined cheese, which is why it has a salty flavor. Traditionally, it's made from goat and sheep's milk, though modern recipes use cow's milk, too. Haloumi can be served on its own, fried or grilled and seasoned to taste. It's also super easy to make.

Italy is known for its famous cheeses. However, Mozzarella is a stand-out amongst them all. Made from pulled-curd of water buffalo milk, making this cheese is a labor intensive process.

For starters, the curds are heated in warm water, stretched and massaged until smooth, and then rolled into balls. This mild cheese can be enjoyed on its own with a bit of seasoning, or melted to cheesy perfection.

Parmesan Cheese or Parmigiano-Reggiano is an Italian hard, granular cheese produced from cow's milk and aged for at least 12 months. It is named after the producing areas, the provinces of Reggio Emilia, Parma, the part of Bologna west of the Reno, and Modena (all in Emilia-Romagna); and the part of Mantua (Lombardy) on the right/south bank of the Po. Both "Parmigiano-Reggiano" and "Parmesan" are protected designations of origin (PDO) for cheeses produced in these provinces under Italian and European laws. This cheese is considered as heart and soul of Italian cuisine and no Italian Chef calls his pantry complete as long as the kitchen doesn't have the Parmesan.



By,

Chef Sunil Kumar

Program Director-BHM, VHTBS



A Guest is Always Right

The entire hospitality trade, (so also the other trades in general) must believe in the fact that the guest (or a customer) is always right. Hoteliers know how volatile, delicate and impulsive their trade is and that how important their customers actually are. No matter how good we are at something and whatever may be the kind of business that we are into, we will, at some point in time, face an irate customer. How we

deal with our customers will not only determine how the client feels about our organisation, but show how good we feel about ourselves.



A very long time ago on the very first day when I had joined hotels, on my induction during which I was being taken around in the staff corridors, which are usually located in the lower ground floors, I noticed a few posters neatly mounted on the walls, amongst which was this one:

RULE – 1 – The guest is always right

RULE – 2 – In case of any doubt, refer to Rule 1.



exaggerate, or may even go to the extent of telling a lie. Isn't that quite possible?

This one surprised me a lot... is it really true that the guests are always right? Is the guest who stands to be right even when we know very well that he is wrong? Is it a done thing to always give the entire credibility and the last word to the guests? It is not true that customers are human beings like us and are also capable of (and do possess the right to) making a mistake? They also have the right to get confused, they

So if the customer is wrong, (and you know that he is really wrong) what should you as a member of a service establishment do?

You can still make the guest “feel right” by agreeing with them on the importance of what they value.

For example, your customer says “Your service is too slow!”

However, when you investigate and discover that everything was done the right way and, exactly on time. So what do you do? Tell the customer they are wrong? Actually, there are still a few ways in which you can make the amends and have the customer feel right!

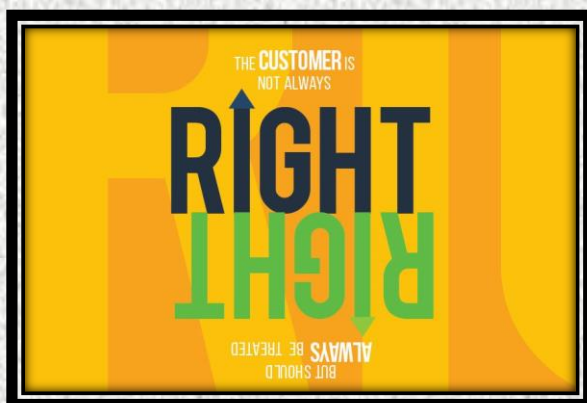
When they say “Your service is slow, you say “You are correct, Sir. Speed is, in fact very important! Allow me to be the one to help you quickly...”

They say, “Your product is unreliable.” You say, “You have a very good point, that reliable performance really matters.”

They say, “Your staff is rude.” You say, “You always deserve our courtesy and respect.”

They say, “You people are so bureaucratic.” And you say, “Let’s see just how flexible we can be for you.”

They say, “Your price is too high.” You step over to their side, and say, “You deserve great value for your money, Sir”



They say, “Your systems are hard to use.” And you reply, “We are with you about the importance of user-friendly systems.”

So, is the customer always right? Well...yes and no.

One reason due to which the companies still manage to carry on and increase their businesses is because they still believe in the saying “The guest is always right”. These companies are the ones who respect their customers and feel that

they are always right because their organization's very existence depends on it. Everyone wants his/her customers to keep returning as well as feeling welcomed.

When you are able to turn an irate customer into a satisfied customer you will not only gain confidence in your ability to diffuse a volatile situation by also will be successful in evoking a



positive outcome. This will surely lead to your gaining respect of your fellow colleagues and, who knows, it may even lead to your promotion.

However, many organisations try to ignore their customers when their businesses are doing exceptionally well, they become complacent and self-righteous without realizing the fact that they can be on the verge of losing their business without the loyalty

and the trustworthiness of their guests.

The belief in Customer is Always Right” also sets a standard for the customer service department that strives for excellence. Every guest matters. Guest service experiences are one of the leading causes for creating not only a brand loyalty but also to prevent a customer loss.

Allowing the guest to be right in the middle of disputes is a smart way to tactfully taper down the heat of the discussion and helps pacify guests. One must always focus on the big picture and, for some time, allow the things to take their natural course.

Many people believe that being a hotelier is not only a job but a life where they can develop & enhance their social skills, their diplomacy and their knowledge. Many others also believe it's not a profession but it is a philosophy. A great hotelier should be confident, be knowledgeable, humble, polite, and equally possess a pleasant personality.

the amount of importance attached to a customer by which he earns the tag of “I am Mr. Right Always” is, as a matter of fact, directly proportionate to his financial status and to the social or political standing that he enjoys. This trap of classifying some people as VIPs may make the other people feel ordinary by which they are considered but as Very Intimidating People.



Customers who have complaints are, in a way, blessings in disguise. They will not only make you realize where your service stands, they will also show you an opportunity to correct them. This goes to say that you should be more concerned with the guests who complain than the ones who never do.

Irrespective of the room rate that a customer is paying you, he deserves a VIP status, on the basis of the fact that you as a hotelier have accepted his room booking, in the same way in which you have accepted the booking of any VIP.

Following steps are suggested while dealing with the irate customers.

1. Listen carefully and with interest to what a customer is telling you.
2. No matter who is at fault, you must apologize.
3. Use phrases such as “I can understand, that must be upsetting or I wouldn’t blame you for being upset – I would do the same if I were in your shoes.
4. Ask questions in a caring manner
5. Suggest alternatives
6. Involve others or superiors – you will surely find a solution.

It is a truth that we cannot challenge who has a complaint and is angry. We should never try to prove a customer wrong even if we do know that he is wrong. Our goals should always be to solve a problem and to not to get into the merits of the complaint. We must always stay focused on the topic and not look for any additional allied problems.



In a speech in South Africa in 1990, Mahatma Gandhi said:

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.”

By,

Mr. Kulmohan Singh

Editor-Hospitium, Adjunct Faculty/ Placement Coordinator, VHTBS

The Quintessential Cuisine Program for the Culinary Enthusiast in You - DCA

The pandemic and its aftereffect have transformed all of us in some way or the other. The work-from-home scenario and the Covid guidelines in the form of restrictions imposed has brought in a sense of anxiety and as the lockdown loomed, the restlessness started to increase. People cannot move out of their homes and dine outside in order to satiate their taste buds so they started experimenting at their home kitchen.



Many of us who have never had the time to cook and experiment, have started referring to cookbooks and online shows and tried recreating the signature chef style recipes. That was the time when people realized that cooking besides being an art form is also a therapy and proves to be a great way to express yourself. I personally consider it as effective as yoga.

Every other day an engineering graduate, a fashion designer student, a law expert and students and family from varied backgrounds posts their creations on social media unveiling their love and inclination towards cooking. it is now a passion for many than just eating for survival. Friends who have only confined themselves to a 2-Min Maggi, now proudly call themselves as home bakers/chefs.



It is towards promoting culinary excellence amongst the culinary enthusiasts who aspire to switch, to grow or to create a career for themselves in the vast field of culinary arts, that the **Sushant University** has introduced a **Diploma in Culinary Arts (DCA)**, a

one-of-its-kind, unique **1 Year PG Diploma** for the culinary enthusiasts based primarily on hands-on learning, the programme has been launched **in collaboration with the Roseate Hotels**

& Resorts, a chain recognized for its high-end clientele, boutique and premier properties and for maintaining the uppermost levels of service.

The DCA Program is meant for young minds having dreams of making a global career in the field of gastronomy. Graduates from varied fields, specializations and backgrounds can join this program and fulfill their dreams of starting up their own culinary venture or to work with hospitality organizations in the field of culinary Arts.



Both Sushant University & Roseate Hotels & Resorts will work together in the operation & delivery of the programme wherein the Roseate Hotels & Resorts will be providing industry exposure in the form of experiential learning through hands-on practical training (referred to as industry Immersion as part

of structure of DCA Program) under which the students apart from undergoing theoretical and practical exposure at the university will get trained at the Roseate property for 2 days (Thursdays & Fridays) every week starting from week 1 till the end of the programme as trainee Chefs.

On the successful completion the students will get a joint certification from Sushant University & Roseate Hotels, followed by the PG Diploma from Sushant University. The Program surely is unique and as rightly quoted by Mr. Kush Kapoor , CEO- Roseate Hotels & Resorts “We believe that the DCA Program is a vision of a journey in luxury for future leaders through a repertoire of knowledge and training”

By,
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Program Coordinator- Diploma in Culinary Arts & MBA in HM, VHTBS

New Trends in Hospitality

Given the fact that the COVID-19 pandemic has presented largest of hotel chains down to the smallest restaurant owners with unprecedented hurdles and had a massive impact on their employees and clients, the industry's operations and revenues have been seriously affected. COVID-19 has had a tremendous impact on customer behaviour and has sparked various new restaurant industry trends. Entrepreneurs are attempting to innovate in order to provide their clients with a secure dining experience. A few these new trends are:



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of

1. **Increased use of smartphones:** Mobile phones are becoming an essential part of hospitality in the changed scenario of COVID-19 world. Mobile devices are becoming an increasingly important component of the guest experience - before, during, and after their visit. Hoteliers have realized that online and offline are merging, and that their systems should always be interlinked.
2. **Contactless Experience:** Due to the fact that COVID-19 can spread through a host of infected surfaces, restaurant owners are trying to offering a contactless experience for their in-house diners. They understand how digital technology could assist them in lowering human contact in their service delivery. Some restaurateurs have installed contactless monitoring devices in their establishments, which allow for contactless thermal scanning and the detection of visitors wearing masks on their faces. Although it has added to the cost of operations. Others have replaced physical menus with digital menus, QR-coded menus, or allow customers to view menus on their smart devices and smartphones, enabling them to place orders without touching the physical menu.
3. **Digital payments:** During the COVID-19 phase, digital payment systems are playing a critical role. Restaurant owners have realized this and are now accepting payments via digital and online channels. For limiting human contact in the present pandemic scenario, digital payments are the preferable payment option and in this situation, restaurant owners are promoting digital payments.
4. **Offering Immunity boosting food options:** Because of Covid-19, people have become more conscious of their health and are staying away from junk & processed foods. People have become more receptive to healthy options in food and it has led to restaurants developing immunity-boosting food options.
5. **Social Media Presence:** Social media presence has become vital for all businesses & specially the hospitality business as they need to reach and influence their end consumers. In the new normal, more innovative and effective techniques to conducting business are essential.

These are just few of the trends which I have tried to summarize in this article. I am sure, there are many more innovative measures & trends which the hospitality industry will incorporate, rising to the encounter these hard times.

By,

Mr. Deepak Thakur

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The Process of Distilleries

Spirit refining has a long and famous history, starting with the antiquated Greeks, who credited sacrosanct forces to the combustible and inebriating fluids that came about because of early investigations in refining wine. Dionysian factions consolidated these early spirits into strict ceremonies. The soonest recorded wine refining formula is followed by certain researchers to Anaxilaus of Thessaly, who was ousted from Rome in 28 B.C. for rehearsing enchantment.

Distilling itself is based on the Idea that different substances turn in to vapour at different temperatures.



It is the way toward isolating the parts or substances from a fluid combination by utilizing particular boiling and condensation. Dry distillation is the warming of strong materials to create vaporous items (which may consolidate into fluids or solids).

To get the alcohol by distilling process there are distilleries where distillation process takes place where the distiller blends yeast, water, and sugar (or a sugar-containing grain) in a fermenter, otherwise known as a crush tun. Following three to seven days of unquenchable maturing, the yeast has burned-through the majority of the sugar, transforming the pound into a wash (10 or 12 percent liquor by volume). A siphon moves the wash into the pot of the still.

An evaporator siphons steam into a coat, or two-walled metal sleeve, that encompasses the lower part of the pot. The warmth works for a half-hour or so to raise the wash to its edges of boiling over—plural. Ethanol bubbles at 173 degrees F

As mixed liquor and water fume ascends from the pot, it enters a cool copper section. The vast majority of the fume consolidates and falls once again into the pot as reflux. Level copper gathering plates can traverse the section, controlling the speed of the interaction (and the flavour of the item). The fume with the most noteworthy liquor substance and in this way the least edge of boiling over, proceeds to the power source at the highest point of the segment then concentrated liquor fume enters a flat line called a lyne arm. Exact warmth is vital. Too hot and the fume contains overabundance water; too cool and insufficient fume enters the arm.

Vapour in the lyne arm flows into a vertical chamber, where a pipe of cool water surrounds a pipe of alcohol vapour. As vapour cools, it condenses into liquid ethanol, which drips from the condenser into a collection vessel.

By,

Mr. Saif Anjum

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A Slice of the future- Guest expectations from Post-Covid Hospitality Industry

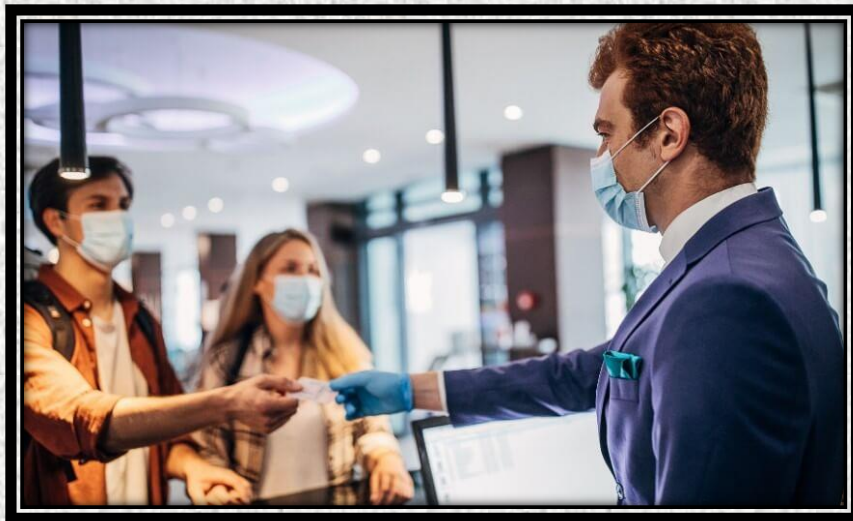
The hospitality sector has been drastically affected by the COVID-19 crisis. Restaurants, hotels have had to stand empty for months as governments and public health authorities acted to contain the spread of the coronavirus. These organizations moved swiftly to mitigate the impact on their business, furloughing staff, reducing costs, pivoting online, and more.

However, as of now, the authorities across India and other parts of the world have begun to reopen their economies, and the hospitality sector is gearing up to once again open their doors. Yet the world in which the industry now finds itself has changed. The COVID-19 pandemic and the resulting global lockdown have dramatically affected and, in some cases, completely changed consumer behaviour. New habits and expectations have arisen. Discretionary spending has suffered, and spending patterns have changed. Understanding and responding to consumers'



changing behaviours will be essential to the recovery of the hospitality sector.

Organizations will need to reimagine the customer experience and re-engage with customers to build and maintain their trust. At the same time, they will need to improve their operational agility and financial resilience to navigate the uncertainties of doing



business in a world wracked by pandemic. The following Points will help you exceed guest expectations in the post-COVID-19 hospitality industry.

1. Improved Hygiene Measures

Guests will demand higher hygiene standards, and one wouldn't want a lack of supplies in order to create an impression of your facility as negligent. One should immediately install additional hand sanitizing stations if it hasn't yet been done. Where should you place these? Start by including them at all entrances, exits and public restrooms. Other areas include meeting rooms, concierge desks, the registration area and any open dining areas.

2. Alternative Dining Options

Even if dining facilities are open in your area, you must remain aware that not all guests will feel comfortable frequenting them. The traditional continental breakfast buffet may well go the way of the dodo.

According to the Centres for Disease Control and Prevention (CDC), there is no evidence of the novel coronavirus spreading via shipped food products — consider this advice an invitation to vamp up delivery options. If your rooms include kitchenettes, offering grocery delivery is an ideal way to show guests you care about protecting their health and safety.

3. Time to Breathe

The CDC recommends waiting 24 hours to clean rooms when an occupant had symptoms of the novel coronavirus. As a hotelier, you can't tell whether a guest's cough stems from cigarette smoking or allergies. You can, however, protect your staff and future visitors by giving each room that much time to “air out” before cleaning and rebooking it.

Granted, this accommodation will result in lower occupancy. However, many facilities now advertise their additional cleanliness measures as part of their marketing strategy — follow their lead.

4. Touchless Payment and Check-in Systems

Gone are the days when guests exchanged pleasant banter with the reservation desk clerk at check-in. In a post-COVID-19 world, they want to lower contact with strangers. If you haven't already, you should invest in self-check-in kiosks or guest mobile check-in to minimize interactions. You benefit, too — you can program the screen to upsell and generate revenue when guests book additional services.



5. Hassle-Free Cancellation Processes

Travel restrictions continue to vary, and there's no way to tell what limitations may exist a week or two from now. Guests want to know they won't lose their money if they cancel their trip because of factors beyond their control. Update your cancellation policy to include more flexibility for last-minute bookings.

6. Keyless Entry

Your guests no longer want to grasp door handles — they're among the most frequently touched surfaces. Spare them the hand sanitizer with touchless key card entry systems that

don't require them to manipulate a handle. Some models unlatch the door so they can push it open with a hip. This convenience comes in handy when laden with suitcases.

7. Increased Housekeeping Options

Don't expect your housekeeping staff to clean each room daily. Unless your guests request service, you want to minimize contact with your crew. Instead, upgrade your "Do Not Disturb" signage to reflect whether the visitor wants maid service to enter — otherwise, their room remains untouched until departure.

8. Supervised Play Areas

If the hotel offers outdoor play facilities for children, could you reassign some of your housekeeping staff to playground duty? They can give parents added peace of mind that another responsible adult is making sure kids are wearing their masks and high-touch surfaces are clean.



9. Prepare Employees for Post-COVID-19 Hospitality Customer Expectations

As we prepare for a returning influx of guests, remain aware of the changing landscape due to the novel coronavirus. The Points above will help us prepare for changing customer expectations in a post-COVID-19 world.

By,

Ms. Chandana Paul

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THE NO-FRILLS HOTELS

In the No Frills” approach, the non-necessities are either not present or are not provided. The term refers to a lodge or a guesthouse that offers the bare necessities to clients at a low, preferential price.

Motels (or Motor-Hotels) were originally designed to provide a night shelter for the tired, long-haul drivers who, rather than continuing to laboriously drive on with their journey at night, (which could, in most of the cases, be risky and hazardous) preferred to spend their night at a hotel, relax, take a shower, have fresh meals, go in for a good, undisturbed sleep and, in the morning, feeling good and comfortable, would resume their journeys for the day. These motels are located next to highways and usually have designated areas to park heavy vehicles.

In a motel a visitor pays for a room which provides the basic amenities, such as security, a clean bed, hygienic food, sanitization and clean water. However, all other offerings, for example, towels, hair dryers, shampoos, creams, hair conditioners and Wi-Fi come at an additional price. Due to the fact that the rack rate of a motel simply covers the bed, power and water, the charge is low as compared to the fully loaded, luxurious hotels and resorts.

To recognize if a lodge must adopt a no-frills approach to its services, it must first determine whether or not their regular consumers would really like to patronize their hotel, or would they much rather prefer paying higher charges in exchange of better amenities.

The price range of motels and inns in India outdo their counterparts in other countries considering the human touch and the personalised service that the Indian hotels extend to their guests. With regard to the manpower charges, motels in India have the highest EPR – (Employee Per Room) compared to any hotel in the world. Even as globally budget or no-frill motels maintain an EPR ratio of 0.5, it is in the excess of 1.5 in



India. So in case you check in at a budget motel in India, the probabilities are that hospitable employees will pamper you would be far greater, unlike in west or other South Asian nations in which ‘no-frills’ is synonymous with self-service.

The strategic location of No-Frills hotels at various points on a highway, in view of the distance covered by a vehicle within a determined period of time, makes these places as stop-by or night-stay establishments, which then become regular places to frequent by the heavy-duty vehicle drivers.

These frequent visits by these regular drivers make the hotel staff understand the needs of these customers, thereby making their motel as a preferred location for relaxation or for a night stay.

With the surface transport network rapidly increasing,

such no-frills motels have been mushrooming at different locations in India and have been providing employment opportunities to the semi-skilled people and yet with a clear mission in mind – *To pre-empt customer needs and to do the best to provide the basic necessities at an affordable price.*



By,

Ms. Anshu Rawal

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