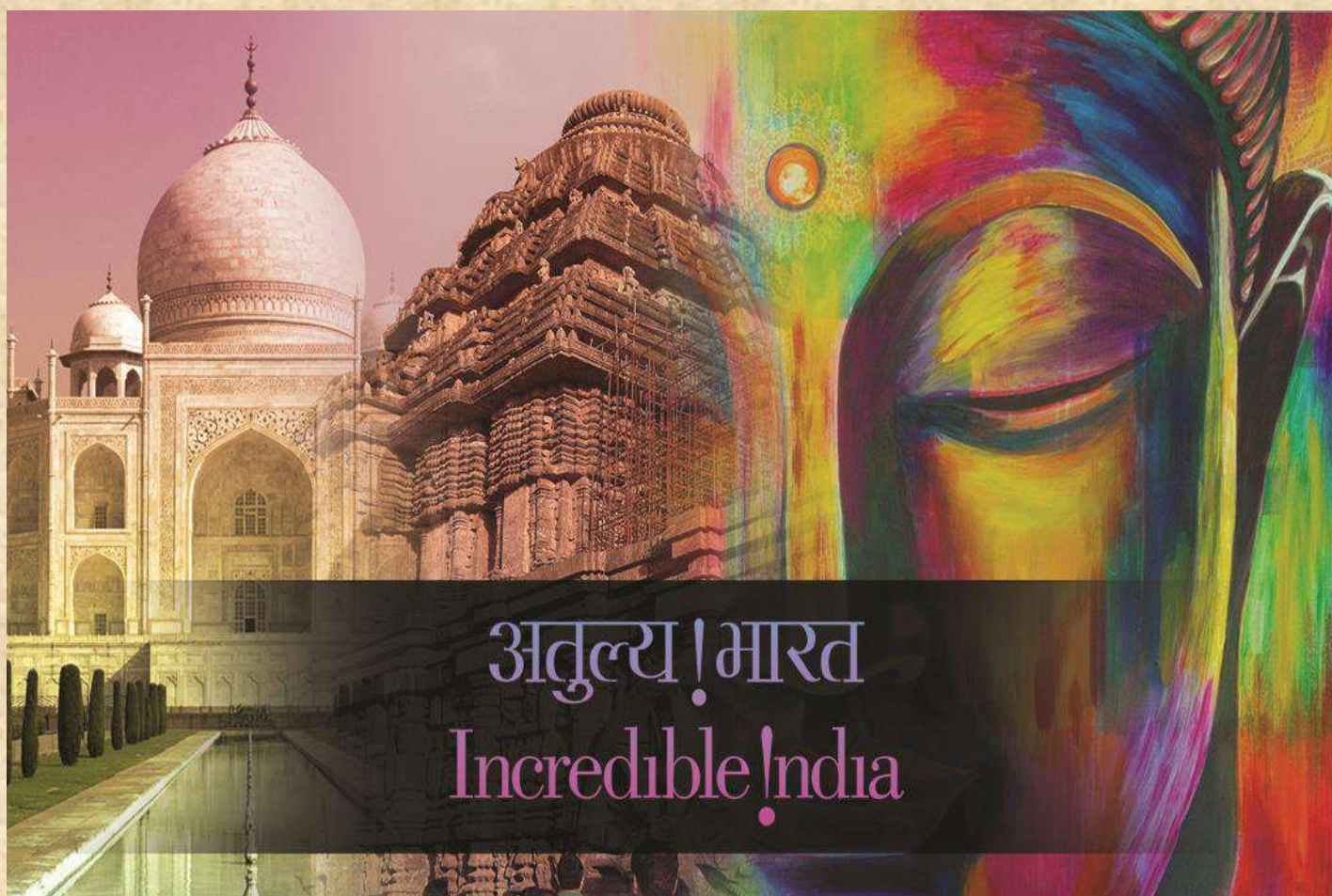


Hospitium-VI

Rich Heritage of Indian Culture

April-June 2021



MESSAGE FROM THE DEAN

Dear readers

Every known and flourishing trade in this world has had its bearing and some connection with the old civilizations, societies, customs and backgrounds. It is the initial thought that creates a new trade from the scratch, which, as the time goes by, undergoes several transformational changes and is modernized, reorganized and restructured to suit the styles of the modern age. Nevertheless, its roots and origins have a strong relation with the way the trade was started decades, maybe centuries ago...

The hotels, guest houses, inns and hostels of the modern days owe their gratitude to the large international tourism organizations having hundreds of establishments all over the world to single men, or maybe a couple of people, who, several decades ago initiated the trade, like Mr. Marriott did, with but a small outlet serving root beer and a few simple snacks to the modern days when he boasts of having the largest hotel chain on the planet.



Our students are given to learn that the hospitality trade in every country must, in order to mesmerize the customer, talk about having preserved the age-old cuisines, style of service, the use of equipment and the creation of the aura that used to win the hearts of guests.

I am absolutely certain that you will enjoy reading these articles, which have been researched, studied and explored upon by our faculty resources.

Best regards

Dr. (Prof) Garima Parkash

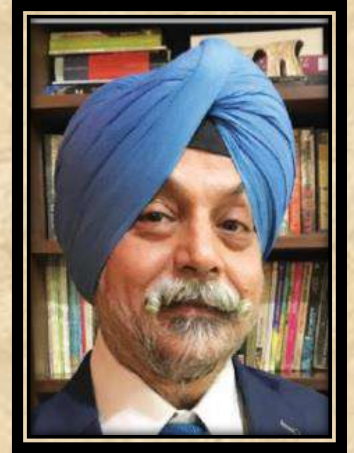
Dean

Vatel Hotel and Tourism Business School, Sushant University

MESSAGE BY THE EDITOR

Hello my dear readers,

The whole world is now on the verge of putting behind (hopefully forever) the ghastly stories of the pandemic and its people are beginning to feel rejuvenated, re-vitalized, re-energized, or, in other words, are readying themselves to get back into the roles assumed by them almost twenty months ago. This is a happy, nay, a victorious situation for all of us in which we have won the war against a calamity that was quietly preparing itself to swallow the whole world.



We now prefer not to talk about the recent happenings but are trying to go even further down into the pages of history which, with regard to the world of hospitality, concern themselves with how this age-old business has emerged and has, in the modern age, made a prominent place for itself and stands to be a source of great revenue for the economies of several countries.

Thinking of the past always brings about happy memories in the minds of people who usually feel that the times in which they passed their childhood was the Golden Period of their lives. Old pictures, old possessions and even old toys bring about in them a sense of nostalgia and melancholy and makes them feel that the times have now changed completely.

It is in keeping with this thinking that we at the Vatel Hotel and Tourism Business school have thought about reminiscing about the past, especially concerning the domain that we belong to, which is the rich and copious heritage that the Indian civilization boasts of and is so deeply embedded in almost all of our modern day functions in hotels, resorts, palaces and the allied services.

By delving themselves into the pages of history, the students endeavor to go deep into the emergence and development of societies and civilizations and draw inferences and extrapolations about what all could have happened if some activity was not undertaken or if something else would not have happened. History has been a great source of learning for all of us human beings.

HOSPITIUM is a magazine for which the ardent hoteliers and resources of the Vatel Hotel and Tourism Business prepare articles, write-ups and interesting anecdotes and make the read interesting and, of course, full of useful knowledge.

Enjoy reading

Mr. Kulmohan Singh

Editor-Hospitium, Adjunct Faculty/ Placement Coordinator

Vatel Hotel and Tourism Business School, Sushant University

THE PROGRESS OF THE TRADITIONAL INDIAN HOSPITALITY

Perhaps, the one thing that takes everyone by surprise and also deeply touches everybody during their tour to India is the experience of warm hospitality of the Indian people.

A ready smile on the face, always willing to go out of the way to help people, exuding the expression of genuine happiness upon meeting a person - these are some of the common traits one finds in most of the Indians. The Sanskrit adage, "Atithi Devo Bhava," truly means that the guest is truly your God and dictates the respect granted to guests in this country. Therefore, it is understandable as to why the tourists wish to visit India again. The tradition of Aarti and Garland that some of the hotels practice as a mark of respect and treating him as God is, in itself an act wherein one is seen worshipping a deity and offering all that one can afford to offer.



From where did we pick up these traditions? Is it not due to the rich history, the tradition that our civilization has acquired over a couple of centuries? The trend of hospitality in India is, thus, a very deeply rooted profession and forms part of a very strong tourism sector. When one chooses to stay in a hotel, all care is extended by the people to give you comfort, good food, peace and security. However, should you wish to know what the authentic Indian hospitality is, the best experience one can get is during a stay at a house of a native Indian. Food is the way to win a person's heart is a saying that is so deeply embedded in us that if you refuse to eat what your host is offering you with love, it can mean a high offence and breach of love and trust. Indians



like to serve various types of tasty mouth-watering local cuisines to their guests. Therefore, it should not be surprising if right upon entering a house that you get the aroma of sizzling dishes and, within minutes of your making yourself comfortable, trays of the best of delicacies, usually cooked at home start being served as if they were arriving in a conveyor belt.

Most Indians live in joint families. Very often one would find the in-laws, uncles, cousins and others staying together in the same house. Saying Namaste to a

guest is integral to guest hospitality in India and you can expect every member to greet you this way with folded hands and, of course, with a smile.

The womenfolk, since the major part of Indian hospitality hovers around the service of food, form the backbone of traditional hospitality, as they are the ones who look after the production and the service of food. They are known to never ever let a guest go back unfed from their home. Indian women are great cooks and can scurry up delectable dishes in no time.

The first thing served is a glass of water, irrespective of whether you are thirsty or not. The way, the style and the sophistication with which water is served gives one an indication of how the rest of the experience is going to be. This tradition goes back to the ages when a guest would come walking from long distances, would be tired, thirsty and might even wish to wash his hands and feet. The



system of transport may though have changed now; the service of water has remained and continues from the old ages.

Even strangers on the road are so friendly and hospitable to tourists. If you ask them where a certain shop or place is located, chances are people will, apart from giving you the direction, also accompany you your destination, especially when the place is nearby. Indian people feel that their guests should be given proper warm hospitality, which certainly requires extreme care and a personalized attention.

All meals served to guests have to have a dessert and the traditional Indian ones have gained immense popularity.

Dr. (Prof) Garima Parkash

Dean

Vatel Hotel and Tourism Business School, Sushant University

EVOLUTION OF STAFF UNIFORMS

What is the significance of the uniforms in hotels? What do the hotel employees' uniforms mean? People in the hospitality sector get to be identified by their uniforms since the days of the so-called Innkeepers. Uniforms are a mark of quality in the industry and have a deep-rooted history. All hotel employees are dressed to look nice, feel good and to be confident, because it is the self-confidence that allows hotel employees to make all visitor interactions memorable.

Most industries, including retail, hotels, and aviation, now require their employees to wear uniforms as they provide a brand with both functionality and recognition. Employees feel trusted and a sense of belonging when they work for them.

However, where did it all begin, and what were the original uniforms like around the world?

Chefs' hats initially appeared in the early 1900s. The chef's outfit demonstrates how color can serve as a status signal while being functional. White isn't the most obvious choice, but it's good at reflecting heat, and some chefs say it's the ideal color for hiding stains. Soon after, the uniforms for the hotel's other departments arrived. The invention of the uniform for each employee working at a different level in each area can be attributed to need.



Since the outset, uniforms have been a component of the hotel sector. The hotel's identity is the uniform that its employees wear during their working hours. It makes it simple for guests to recognize the hotel.

"Uniforms convey confidence in a work atmosphere," according to hospitality professionals. They clearly express the brand's values, as well as the environment in which colleagues and customers work. A pristine looking woman and man will greet you on the executive floor of the JW Marriott Mumbai Sahar, their uniform clearly reflecting the upmarket, proactive, and smooth customer service they are intended to give to a business traveler. Uniform gives them a sense of belonging at the hotel. Uniforms also help

to bring all of a hotel's personnel together as one huge cohesive team, despite their diverse ethnic backgrounds.”

"Uniforms convey confidence in a work atmosphere," according to hospitality professionals. They clearly express the brand's values, as well as the environment in which colleagues and customers work. A pristine looking woman and man will greet you on the executive floor of the JW Marriott Mumbai Sahar, their uniform clearly reflecting the upmarket, proactive, and smooth customer service they are intended to give to a business traveler. Uniform gives them a sense of belonging at the hotel. Uniforms



also help to bring all of a hotel's personnel together as one huge cohesive team, despite their diverse ethnic backgrounds.” Once that is taken care of, then it is very important to understand what kind of natural conditions would the associate wearing the uniform be in for e.g.: fabric chosen for the door keeper at the main porch of the hotel would be different from the one that would be chosen for a front desk associate at the reception

Here are the top five reasons why uniforms are so important in the hospitality industry:

- . Look Good – Feel Good
- . Exude confidence in your brand
- . A feeling of equality
- . A Cohesive team
- . Helps Customer identify staff

By,

Mr. Sunil Kumar

Program Coordinator-BHM, VHTBS

HISTORIC CUISINE OF INDIA

Can you guess what the traditional and historic foods of ancient India taste like? We are talking about an era where there were no potatoes, no tomatoes, neither any corn, flour nor even chilies. All these staples did not belong to India but have their roots in the Americas, European regions or Middle Eastern regions.

In order to unearth the historic cuisine of the ancient India, there have been researchers who are trying to find out the same through limited resources available in the form of documented knowledge of food. What we have in a documented format is the food, which the kings and emperors used to eat, but it is unfortunate to see that it has lost its adherence and resemblance to what it looks and tastes like in the present time.

Be it the cooking equipment used, the methodology or even the serving style, everything is different and has its inspiration from the modern India. It is a challenge to talk about the same or to trace its history with the exact timeline and evolution of food during the ancient Indian times.



The food of ancient India was more a tradition evolved and not invented or curated. The ancient Indians ate a diet comprising mostly of wheat, barley, fruits, rice, peas and the cooking methods revolves around



the traditional clay ovens & open fire as the ancient India was mostly agro based. It was not difficult for the commons of ancient India to cook and store food for later as they were well verse with the techniques - drying & Pickling used for preserving food.

As the time progressed, the regional influences came into practice, which allowed or posed restrictions to certain food ingredients and decided on a cooking tradition based on religion and community what to

eat and what was forbidden. One of the great information sources of food of ancient India is a book by

KT Achaya by the name of Indian Food – A historic Companion, which seemingly threads legacy of the ancestral food with Harrapan cultures and the initiation of European food Cultures and techniques.

The historic Indian food or rather Culinary Cultural fabric of India revolves around the food of Indus valley civilization (which marks the origin of wheat, barley and brasicca) , the Vedic era (Wherein major categorization was based on food of Dravidian and Aaryans), the Mughal period, the Gupta empire (which was influenced by Buddhism and Jainism) and the food after Islamic quest. The culinary heritage is difficult to explain as India has witnessed a multitude of settlers, invaders with a varied belief system.



With every migration, the cuisine and belief systems got influenced, thereby giving rise to an altogether new culinary tradition. The ancient food culture might have a rich heritage attached to it and at the same time, the flavor of every single cuisine is something, which binds the whole India together. The evolution of indigenous Cuisine of India is a heraldry of castes, religion, tribes and kinship.

The regional cuisines of India have established themselves as one of the most unique and extravagant cuisines in the world, though a lot of its credit goes to the external factors which influenced and assisted the cuisine of India and helps it shine on a world culinary map.

By,

Chef Saurav Chhabra

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

THE HEART OF INDIAN HOSPITALITY

“We are true custodians of hospitality, proud proponents of traditional arts and culture” – Mahatma Gandhi.

Long regarded as a symbol of the enchanting East, India’s rich and varied cultural diversity makes it one of the world’s most incredible destinations.



Whether you have taken any of the varied India tour packages on holiday, business, or for a luxury getaway, it’s a good idea to acquaint yourself with these 8 Indian culture customs and traditions before paying a visit to the land of unity in diversity. You will be fascinated by exploring one of deepest civilizations all over the globe.

Namaste is the Customary Greeting of India

The culture of heartfelt hospitality is one of the most significant characteristics of India. People in India pay highest regards to their guests and value hospitality. In fact, the people in India live by the popular saying, “Atithi Devo Bhava,” which means that the guest is God’s own reflection.

Namaste is the customary Indian greeting that is not only practiced to welcome guests but also to acknowledge strangers, working as both salutation and valediction. What’s more, the gesture is said to express courtesy, honor, gratitude, and hospitality to the other person.

Should you as a foreign tourist practice this Indian hospitality customs, it will work wonders for you to connect with people here, and help will be forthcoming form great bonds.



Indian culture is very traditional about its peoples’ dressing. Women are expected to dress modestly according to the teachings of religion and societal norms. While trousers are acceptable universally,

shorts and short skirts can, in just a few cases, be offensive to many. These rules become particularly important while visiting temples and mosques.

Generally, Indian people find it hard to understand why the rich foreigners would wander around in



shabby clothes, emulating the lowest ranks of the Indian society but we as Indians must avoid wearing revealing or tattered clothes that might draw negative attention from the locals.

Dressing in a 'respectable' manner according to local customs and staying well-groomed will vastly improve the impression you make on the local people.

While dining with the Indians one should be prepared to consume a sumptuous (and usually over-filling) meal, which can be the result of a repeated service from the host, straight on to your plate, the refusal of which can, in a few cases, be taken as an offence. The Indian host feels that the more you eat the happier and satisfied you are while dining and that is what can make the host happy. So, never say no as the dishes will, more often than not, be forced on to your plate.



In case you are lucky and get an invitation to attend an Indian wedding, never ever miss the opportunity. You will be surprised by the number of people attending, lured by the hundreds of dishes on the buffet tables, mesmerized by the décor, the flower arrangements, the music and, indeed the personal concern and care by the hosts.

India is a land of great history and hospitality and it continues to thrill the world with new technologies in the field of tourism & hospitality and will continue to do the same for centuries...

By,

Ms. Anshu Rawal

Assistant Professor- RDM, VHTBS

HOSPITALITY FROM ANTIQUITY TO MODERN ERA

The hospitality industry is a mammoth of a sector raking in trillions of US Dollars in revenues each year and the travelers are always put in efforts to identify hospitable places to sit back and relax, away from all the hustle and bustle of everyday routine. Although most of the modern hotels feature clients' experience and conveniences such as television, minibars, in-suite showers and the latest gadgetry, they are doing no different from fulfilling the same purpose of ancient inns, of course, with improved services.



During the Medieval period for the hospitality sector, this era started with English travel and excursions wherein they built inns as their private residences. The nobility used to stay in the monasteries. Then came into existence the caravanserais that provided resting destinations for the caravans along Middle Eastern routes along with the monasteries and abbeys, these places became the first establishments to offer refuge to travellers. The Persians along the caravan route developed inns and post houses, these were used to provide accommodations and nourishments to both soldiers and couriers. By Marco Polo's time of his journey to the Far East, he estimated that there were 10,000 such post houses located 25 miles apart. He described them as "suitable for a King" hence giving a great significance to always making your visitor want more after your service.

The history of hotels is intimately connected to that of civilizations. Or rather, it is a part of that history.



Facilities offering guests hospitality have been in evidence since early biblical times. The Greeks developed thermal baths in villages designed for rest and recuperation. Later, the Romans built mansions to provide accommodation for travelers on government business. The Romans were the first to develop thermal baths in England, Switzerland and the Middle East. Inns multiplied,

but they did not yet offer meals. Staging posts were established for governmental transports and as rest

stops. They provided shelter and allowed horses to be changed more easily. Numerous refuges then sprang up for pilgrims and crusaders on their way to the Holy Land.

At the beginning of the 1800s, the Royal Hotel was built in London. Holiday resorts began to flourish along the French and Italian Riviera's. In Japan, Ryokan guesthouses sprang up. In India, the government-run Dark Bungalows provided reliable accommodation for travelers. The Tremont House in Boston was the first deluxe hotel in a city Centre. It offered inside toilets, locks on the doors and an "à la carte" menu. The Holt Hotel in New York City was the first to provide its guests with a lift for their luggage. In 1822, in Venice, a certain Giuseppe Dal Niel transformed an old palace into a hotel and gave it his name, "Le Danieli". In New York, the New York Hotel was the first to be equipped with private bathrooms.



Hotel chains, attentive to their customers' wishes, started to offer an increasingly varied range of services. Their rooms became more spacious and the cuisine more refined.

Today in Present, for sure, new technologies are continuously offering innovative and more comfortable ways to the traveler. The Competitive Hospitality market of suppliers is definitely more & more equipped, combining "Savoir-faire" and the use of technology to offer their guests an "A La Carte "Environment.

Hospitality industry, as always, has been progressive in terms of Services & facility. Guest satisfaction was always the priority whether it was in olden days or in present.

By,
Ms. Chandana Paul
Assistant Professor- RDM, VHTBS

PRESERVATION OF FOOD

Food preservation procedures include those that limit the growth of germs like yeasts (although other methods work by adding harmless bacteria or fungus to the food) and reduce the oxidation of lipids that produce rancidity. Processes that prevent aesthetic deterioration, such as the enzymatic browning reaction in apples after they are chopped during meal preparation, are examples of food preservation. Food waste can be decreased by preserving food, which is an important approach to lower production costs and improve food system efficiency, improve food security and nutrition, and contribute to environmental sustainability.

Many food preservation systems combine many food preservation methods. Boiling (to lower the fruit's



moisture content and kill bacteria, for example), sugaring (to inhibit re-growth), and sealing in an airtight container are all steps in the process of preserving fruit by converting it into jam (to prevent recontamination).

The quality of food and food systems is affected differently by different food preservation technologies. When compared

to modern techniques of food preservation, several old methods have been demonstrated to have a lower energy input and carbon footprint. Some food preservation procedures are known to produce carcinogens. Processed meat, defined as meat that has been salted, cured, fermented, or smoked, was classed as "carcinogenic to humans" by the World Health Organization's International Agency for Research on Cancer in 2015.

Ancient tribes all across the world discovered and consciously devised food preservation techniques long before written history, including cooling, freezing, boiling, drying, salting, smoking, pickling, and sugaring. These approaches have proven to be so effective that they are still used today, often with the aid of modern technology. Food historians think that food preservation, along with agriculture, allowed human



communities to form once food supplies could be safely kept in bulk, reducing the need to hunt and gather for nourishment on the move.

Temperature Control: Cooling, Freezing, and Boiling

Fortunate as we are today with refrigerators and slow cookers, many ancient cultures exploited natural resources as their own highly effective forms of temperature control over food:

Cooling

Early people discovered that keeping certain foods cool could prevent them from rotting by simple observation of nature. Food is preserved by chilling

it, which slows the growth and reproduction of microbes as well as the action of enzymes that cause the food to decay. Meat and seafood were frequently stored in rushing water, such as creeks or tiny waterfalls, by hunters and anglers. Foods were transported from caves to structures expressly constructed for their cooler settings, such as root and fruit cellars, as dwellings developed.



Freezing

Hunters and gatherers found that burying food directly under and in touch with snow and ice would keep it safe throughout the winter in frigid climates. In certain cultures, complex ice homes were built to keep food frozen for up to a year.

Boiling

On the other end of the temperature spectrum, extreme heat protects food by killing bacteria, especially when boiled in a liquid like milk or water. For this reason, the community stew pot became a permanent fixture on the fire: any hazardous microorganisms in the items added to the mix would be destroyed in the bubbling broth.



Curing Meat: Drying, Salting, and Smoking

Drying

Simple dehydration using the sun or wind was the earliest way of curing meat to extend its edible life, dating back to 12,000 BC in the Middle East. The Romans developed the skill of drying fruit much later, and European monks in the Middle Ages erected "still houses" to dry vegetables and herbs in areas where sunlight and winds were scarce.

Smoking

Antimicrobial compounds that aid in preservation were added to smoking procedures, which improved on natural drying processes. Particles in the smoke, known as phenols, are placed directly in the meat, offering not just flavour but also protection. After hanging meat in caverns where they had created fires for light and warmth, early cave dwellers may have discovered the benefits of smoking meat by accident.



Salting

Early societies discovered that salt, which was vital for existence in areas with extensive salt resources, such as ancient Mesopotamia (modern-day Iraq), was also a natural preservative. The Romans were famed for their salted meals once more, and salt was even utilized as a kind of currency. Although they were unaware that hazardous microorganisms require moisture to exist, they were aware that salt-dried meat lasted far longer than fresh meat and had no adverse consequences.

Fermentation: Pickling and Sugaring

Fermentation is one of the most inventive methods of food preservation. Why? Because, in the course of improving food safety, it also generated cheese, pickles, jam, wine, and beer, all of which have become staples in many different cuisines around the world. These foods and beverages fight spoiling by utilizing benign microorganisms that keep pathogens at bay by creating acid or alcohol, which creates a poisonous environment in which they die. Pickling and sugaring are two of the most common types of fermentation.



Pickling

Bacteria in the liquid produce lactic acid, which functions as a preservative in fermentation pickling. The preserving agent in chemical pickling is an edible liquid that inhibits or kills bacteria and other microorganisms (e.g. salt water, vinegar, alcohol). Pickling may have begun when food was soaked in sour wine or beer, which gave it an attractive flavor. More than 3,000 years ago, Indians were the first

people in Asia to create cucumber pickles. The ancient Egyptians pickled catfish, salmon, and goose. The Chinese used vinegar brines to pickle proteins such as eggs, rabbit, venison, and goat.

Sugaring

Food preservation in honey or sugar cane condensed liquid was known to the oldest cultures. Sugar dehydrates and kills microorganisms by drawing water from them in a process known as plasmolysis. Sugaring was a particularly popular method of preserving fruits, as evidenced by the jams and jellies on grocery shelves today. The ancient Greeks and Romans perfected the use of hot sugar and fruit pectin as

an emulsifier. This method soon expanded to northern Europe, where sunshine is sometimes too weak or infrequent for dried fruits, thus they were turned into "preserves."

Preserving Food, Preserving Culture

From pasteurization to probe thermometers, all kinds of modern technology dramatically enhanced food safety with the



emergence of the scientific and industrial revolutions. Traditional methods, on the other hand, are still used in kitchens around the world, owing to the fact that they have preserved not just our health but also our traditions. Smoking and drying, as well as salting and sugaring, have been inextricably linked to certain culinary tastes, religious meanings, and ethnic identities. The preservation of food and the preservation of culture are inextricably linked.

By,

Chef Sunil Kumar

Program Coordinator-BHM, VHTBS

THE ETHOS OF ATITHI DEVO BHAVA

This article is the declaration in the Upanishads “Atithi Devo Bhava” which means, the visitor is God and has encouraged investigations into traditional scriptures.

It is found that words and vocabulary related to hospitality are found in extensive quotations in the Indian Vedas and Upanishads. These scriptures define the visitor, the guest, the tourist and the traveler, which match international terminology including the one that is found in the World Tourism Organization. It also states that the visitor (Atithi) is God and the guest (Abhyagati) is the form of Lord Vishnu himself.

These services encompass the whole process from welcoming to seeing off the visitor with a caution of ill effects of non-compliance in attending to these services. Emerging trends in hospitality has codified some of the traditional services and has stated that the guest deserves to be served with zero defects, as the guest experience cannot be undone.



Introduction “Atithi Devo Bhava” the motto line of the Department of Tourism, Government of India



from the Upanishads 1 that form a part of the ancient Indian scriptures stimulated the author to go in-depth into the traditional scriptures for the study of available words and vocabulary related to the word „hospitality“, and its concept. It is well-known that hospitality means the reception and entertainment of a guest, a visitor or a stranger with liberality and goodwill. The word “hospitalit” is derived from the word ‘hospice’, the term for a medieval house of rest for travelers and pilgrims. Hospitality is the performance expressed by the host of people or an organization towards the guest and experienced instantaneously by the guest. Therefore the essential part of hospitality is the service provided to the guest

and the prime motivation for it in traditional Indian minds lies in the belief that serving the guest is equivalent to serving God.

Hospitality services are in general influenced to a great extent by cultural values and norms of different societies. Culture is the way of living built or shared by a group of people and passed on from one generation to another.

As per Indian scriptures based on which Indian culture emanated, hospitality is a sacred and serene activity, always to be

dealt with passion, compassion, sentiment, and concern and is observed as a religious duty towards the visitor/stranger or guest. Hospitality is a way of life for most Indians and is



ingrained in their ethos. It is these traditions, beliefs and the unique family structures and values constructed around hospitality, which has made India incredible.

According to modern texts, service is a personal performance and is an experience for both the guest and the performer of the service. Therefore, both the guest and the server are intricately involved in the process of hospitality. Because, once the event of the service has taken place, there is no possibility of undoing the experience of the guest. Hence, the performer must be careful and perfect without any defects during service operations towards the guest. Philip Kotler described four characteristic qualities of hospitality namely: intangibility, inseparability, variability and perishability. Each of these characteristics is associated with different components of hospitality elements, which covers food service, lodging and transportation.

The composition of the word “Hospitality” remained over the centuries though the meaning and significance varied from continent to continent. The traditional concept of hospitality in almost all world regions was socially defined as the spirit, practice of receiving and treating the visitors, guests or strangers in a warm, friendly and generous way without any monetary/reward consideration.

The emergence of globalization and the integration of world economy has brought a sea change in the perception of traditional hospitality services and it is viewed in a new way. There has been a paradigm

shift from hospitality being a social obligation to a commercial proposition meant for marketing. The economies of the world started thriving leading to an increase marketing opportunities in India acted as a stimulus for Indian hospitality industry (Planning Commission, 2002). Populations have also been becoming more culturally diverse as improved communications, increasing wealth and mobility encouraged people to explore/understand other cultures. This has enhanced the scope of growth in tourism-related occupations, including hotels and restaurants employing 10.8 per cent of workers globally.



The basic ethos of ancient age-old tradition spread over several thousands of years is found to be a resourceful ingredient to be studied and integrated to meet these demands. It is the scenario of commercial hospitality poised to promote a service “with a difference” that led to detailed investigations into the traditional concepts to provide a competitive edge for the hospitality industry in the 21st century to meet the requirement. The ancient Indian scriptures, described reception/hospitality as Atithyam. The etymology of the word Atithyam meaning hospitality required towards a person.

Therefore, Atithi (the visitor) is a tourist who does not stay permanently at a single place, but at the same time, travels to visit person/places without any regard to date, time or week. Such a travelling visitor is to be welcomed and received with full honors as a guest signifying him as God himself.

Best Regards,

Mr. Kulmohan Singh

Editor-Hospitium, Adjunct Faculty/ Placement Coordinator

Vatel Hotel and Tourism Business School, Sushant University

PALACES TURNED INTO MODERN HOTELS

The word royal residence comes from Ancient French *Palais* (majestic home). In present day times, the term has been connected by archeologists and history specialists to expansive structures that housed combined ruler, court and bureaucracy in "royal residence societies". In casual utilization, the term "royal residence" can be amplified to an amazing home.



engineers of that age.

The palaces offer an understanding into the life and the eminence of India. Whereas a few royal residences have been preserved as hotels over the last decades, a few have been given a sense of re-structuring and have been refurbished to meet the needs of the modern traveler.

Five-star hospitality. Steeped in history and plunged in culture and regal conventions, tens of centuries-old royal residences, *Havelis* and chasing lodges of our antiquated arrive have been revived, rejuvenated, and turned into money-making ventures that offer experiential extravagance - combining the charms of the ancient with the comforts of the unused to make "ageless extravagance". A parcel of the victory of the royal residence involvement can be credited to the immaculate staff that has often hired locally and prepared within the conventions of the royal residence.



There are good number of palaces in India, especially in Rajasthan where people as a tourist visit to those heritage hotels or palace converted in to five star hotels with all modern facilities to cater the



hospitality sector people now a days prefer to travel for leisure at a place where they can get an unique experience and there is no place like a palace which can provide a royal experience with all those facility and services available in any star hotel even there are

extra facilities available at the palace hotels like royal gardens guest feels like a king during his stay.

Few palaces in India which are converted in to modern hotels like Neemrana Fort-Palace, Rajasthan, Taj Falaknuma Palace Hyderabad, The Ram Bagh Palace Jaipur, the Umaid Bhavan Palace, Jodhpur, The Taj Lake Palace, Udaipur and many more.

In term of monetary contribution towards a profit a Palace hotels contribute a sizeable amount of foreign exchange as the room tariff is quite high and all other hotel services are expensive. Foreigner visitors or tourist prefer more in stay in palace hotels because they want to explore Indian culture and their no other dwelling place except a palace hotel as all traditional services are available as per the location of palace hotel which portray the entire tradition and culture of that particular region.



By,
Mr. Saif Anjum
Assistant Professor- F&B, VHTBS

STYLES OF FOOD AND BEVERAGE SERVICE-THEN AND NOW

The service of food is an art; it does not merely mean placing the crockery, cutlery, linen, glassware and serving the food on table, it is more about creating a relationship with the guests, providing them complete information about a dish prior to its tasting, making a cuisine fascinating by narrating its history and, eventually, generating revenue through guest satisfaction.



The olden days saw restaurants, which laid tremendous stress exclusively on the quality and the authenticity of food and were not too much concerned about the décor, the ambience of the outlet. Having said so, they did everything possible to make sure that the guest had a wonderful experience, made sure to see him go back happily and expect him to visit again. This was main motto of all the restaurants, which it currently also is. The food outlets were renowned, only and only for their delicious food as nothing else was of any great importance. The style of service and décor started then coming in slowly. Due to there being a slow system of distribution, the cuisine of the menu at these restaurants used to be local, or, belonging to the states and regions in the vicinity so that the ingredients could be easily procured. There was no sign of 'foreign food' as we can,

in the modern days, see in abundance.



Vegetables used to be grown by the restaurateurs, who also used to grow their own cattle for dairy and for the non-vegetarian dishes.

The modern day has seen a sea change in the food world. A number of outlets serving food and beverages like restaurants (fine dining, specialty, ethnic, theme etc.), QSR,

retails, takeaways, catering etc. are available and are rampant in the market as per the clientele, market segment, spending power, competitors, available resources and many more such contributors. Like mentioned above different outlets with different contributors, doing different styles of service is being followed in these outlets.

Let us take it from basics table service; Silver Service/Platter to Plate/English Service, Pre-Plated Service/American Service, Family Service/French Service, Guéridon Service, Russian Service, Assisted



services; Carvery ,buffets, Self-service; Counter, free flow, echelon, supermarket, Single point service; Takeaways, Drive thru, vending, kiosks, food courts, bar Specialized service; tray, trolley, home delivery, room drive inn, these range from formal, family to casual dining services.

There was a time when dining in a restaurant was considered as an expensive affair which included lavish menus, sophisticated environment, well dressed staff, beautiful crockery, cutlery which not

everyone could afford whereas, if we talk about today's scenario we have options available for everyone and so their different service styles.

The service staff is required to be well versed with the technicalities of food and beverage service, which is a practice mainly followed in upscale restaurants. apart from American/silver/Russian/nor we have options of self-service, take-away, drive-through, drive inn where one can simply order and take their food by themselves or in packed form. Technological advancement has taken place globally and hospitality is not an exception, robots are taking place of humans in our industry as well but its success is still unpredictable as it lacks that personalized wow effect.

Due to most of the couples working, the system of home deliveries has started and organizations like Swiggy and Zomato have started delivering food within a stipulated period of time. This aspect of food service would but have been unimaginable in the olden days, as the



Khansamas – the chefs, would not ever let their food to be served outside the premises of the eating joints. “If you keep the food waiting, you kill the aroma, the texture and the taste,” says one of the cooks of the old times.

In the modern times, family dining restaurants offer you fine dining at the height of approx. 16 storey building with a bird's eye view, they follow pre-plated food service. Under water: Brussels, Belgium, the submerged pod of THE PEARL is located in one of the deepest indoor pools in the world, food is served in airtight containers by the expert divers.



This is the modern era. Innovation in restaurant concepts plays a major role in food and beverage style. However, after the pandemic, things are more focused on hygiene and safety, gloves are not a new thing in service but their usage now is increased.

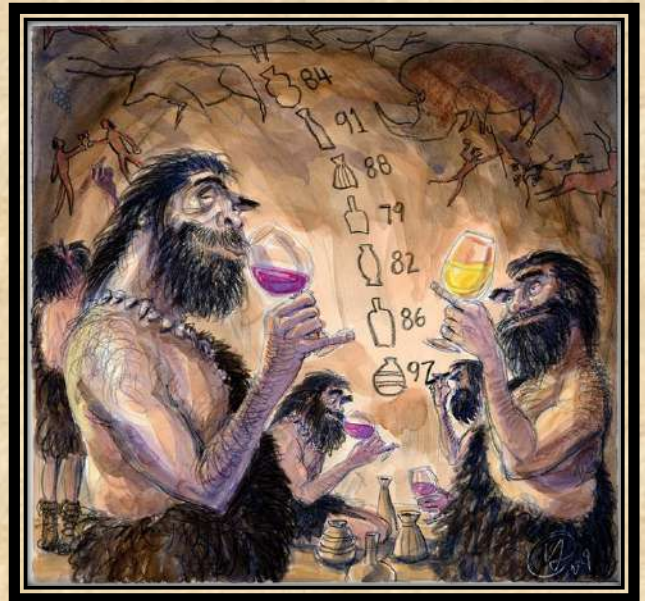
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FOOD & BEVERAGE- SPECIAL REFERENCE TO WINES

Wine has been produced in the various parts of world since thousands of years. The earliest evidence of wine is from ancient China (7000 BC), Georgia (6000 BC), Iran (5000 BC), and Sicily (4000 BC). New World wine has some connection to alcoholic beverages made by the indigenous peoples of the Americas, but is mainly connected to later Viking area of Vinland and Spanish traditions in New Spain. Later, as Old World wine further developed viticulture techniques, Europe would encompass three of the largest wine-producing regions. Today, the five countries with the largest wine-producing regions are in Italy, Spain, France, the United States, and China.

Wine is an alcoholic drink typically made from fermented grape juice. Yeast consumes

the sugar in the grapes and converts it to ethanol, carbon dioxide, and heat. Different varieties of grapes and strains of yeasts produce different styles of wine. These variations result from the complex interactions between the biochemical development of the grape, the reactions involved in fermentation,



the grape's growing environment (terroir), and the production process. Many countries enact legal appellations intended to define styles and qualities of wine. These typically restrict the geographical origin and permitted varieties of grapes, as well as other aspects of wine production. Wines not made from grapes involve fermentation of additional crops including, rice wine and other fruit wines such

as plum, cherry, pomegranate, currant and elderberry.

Knowing main types of wine is the first good step to start knowing the world of wine. Although many people may think that identifying wines into such the red or white wine can be as simple as using your eye to classify the color, each wine type actually has its own character and identity which according to grape varieties and wine region and also including tannin level, aroma and bouquet, sweet, and alcohol level which all affect the flavors in some way.

To make it simple, we will classify the wine into 5 main categories;

Red, White, Rosé or Blush or Pink, Sweet or Dessert and Sparkling.

White wine

Many of you may understand that white wine is made of white grapes alone, but actually, it can be either red or black grapes. The exact way to make white wine is to extract the red pigments away and utilize on grape juice only. Mostly, white wine will provide flavor character including bright, savory, and creamy based on the inputs. Recommended varieties for wine beginners are Chardonnay, Riesling, Sauvignon Blanc and Moscato.

Food Pairing: Creamy cheese (Soft Cheese), white bread, meat, fish, seafood or salads

Red Wine

Production of red wine is quite similar to making white wine but only with the addition of grape skin, grape pip and seed incorporated into the fermentation process. Red wine will be fermented in higher temperature, to extract color, tannin, aroma and flavors with different level of concentration varies by duration of fermentation.

Cabernet Sauvignon, Merlot, Pinot Noir, and Zinfandel can also be a good choice to start with for wine beginners.

Food Pairing: If it is a light-bodied red wine, go with grilled vegetables, white meat or chicken. A medium-bodied to full-bodied can get along well with meat dishes such as steaks, hamburgers or smoked meat or pairing wine with Asian dishes.

Rosé or Blush or Pink wine

Rosé wine with a pink rose color is made from red or black grape with a short fermentation time, about 12-36 hours only. However, there is another popular style to make this Rosé, by just straight away blending red wine and white



wine together. The flavor of this wine ranges from dry to sweet and comes with a pale to dark pink color and a lower level of tannin.

Food Pairing: Rose wine always goes well with a light flavor dishes like fish, poultry, or fruit.

Dessert Wine

There is no constant definition for Dessert or Sweet wine. Mostly, it is because of the character of sweetness itself with the occasion of serving with desserts after the meal. However, in some countries such as United Kingdom, people usually drink sweet white wine as an aperitif, before the meal, and sweet red wine to rinse their palate after. Sweet wine can be categorized into Port, Tawny, or Sherry and so on.



Food Pairing: In addition to the dessert, the wine can be paired perfectly with smoked meat and soft cheese too.

Sparkling wine

When thinking of Sparkling wine, we will be reminded of a celebration. The sparkling bubbles from carbon dioxide (CO₂) occur naturally or specifically are added during the fermentation process.



Sparkling wine can be categorized further by region, for example; Cava in Spain, Asti or Prosecco from Italy and Champagne from the Champagne region in France.

Food Pairing: If you are holding a party, try pairing the sparkling wine

with salad, cheese, fish, or bread.

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