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An Exclusive Business Magazine for the Hotel Industry

Feature

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Hotels are expected to keep their guests happy and content. Guest content heavily depends on not just one factor of the people who interact with the guest but collectively from all of them. Right from the straight back and impressive man who greets them as they alight from their vehicle, to the bellboy who actually steers the trolley with the luggage to the woman at the reception, then the housekeeping staff, the collective effort that goes in making the food well presented to the last moment when he checks out and the cashier deals with his bill.

Various international and national hotel companies are aggressively adding rooms and setting up new projects. The impact of these new rooms will be primarily effect existing hotels as they are already losing people due to large poaching by other sectors. The manpower situation in booming hospitality industry can be a major problem in future, which needs to be addressed now. This is the time for the hotel industry to realize how they are going to meet the huge manpower demand to support the growth.

Today, women form an important segment of the hospitality industry. They have carved a niche for themselves in all spheres, even from managing to operate hotels. Today hospitality industry can provide multiple opportunities for women and try to achieve gender parity.

Shortage of skilled manpower has been a constant problem of the industry. Industry needs to delve on several aspects of the shortage and retention of employees. In an ideal situation hotel should be able to get on their team well trained and properly qualified staff members and train them further, if need be, in the more minute nuances of their property. They should look into creating conducive environment to ensure manpower retention and provide equal opportunities to women in multiple roles to operate properties.

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Hotel & Shop Plus 2024

Hotel & Shop Plus 2024 has achieved a successful conclusion in Shanghai New International Expo Center (SNIEC). As China’s leading trade show, it has been devoted to hospitality and commercial space for more than 30 years. This event aims to be built as one-stop sourcing platform for the construction and operation of hotels and commercial space.

With an area of 210,000 sqm, the Hotel & Shop Plus 2024 brought together more than 2,000+ international enterprises, attracted 133,843 professional visitors, among which 4469 are overseas visitors. Besides, the show has over 280 match-making activities, 10+characteristic exhibition areas, and a total of 80+professional forums with over 1000 domestic and international guests from international hotel management groups, department stores and shopping centers, real estate developers, architecture designers, and other fields to deepen industry exchanges and cooperation through interdisciplinary dialogue.



The event covers a wealth of products ranging from design materials, smart technologies, hotel supplies, cleaning products to self-service retail and total solutions. Visitors and buyers strolled through 19 different themed exhibition halls, experienced the vitality and innovative atmosphere of the industry, learned about market trends, and purchased cost-effective products for newly-built and renovated projects. This mega event has again benefited all the participants with the support of China Tourist Hotel Association, China Commerce Association for General Merchandise, China Association of Lighting Industry, China Architectural Culture Centre, MoHURD , and organized by Sinoexpo Informa Markets.

Various activities have enriched the exhibition experience; the hotel series activities have showcased the cutting-edge hotel design ideas and operation concepts in an all-round way through forums, activities, competitions, and other forms. The China International Building and Interior Design Forum and China International Lighting Design Forum, which offered an interdisciplinary dialogue opportunity for hoteliers to know more advanced design concepts and enhance their project. And there were other exciting activities conveying new trends such as Hotel Plus Mockup Room Show, China Hotel Procurement Conference, Hotel Brand Culture Festival, Hotel Uniform Show, Hotel Housekeeping Competition, etc.

Hotel & Shop Plus will continue to empower the hospitality industry in China and the rest of the world. The second edition of Hotel & Shop Plus Shenzhen will take place from 12-14 December 2024 at Shenzhen World Exhibition and Convention Center. And 2025 Hotel & Shop Plus Shanghai show will return to Shanghai New International Expo Center from 31 March to 3 April.

EVENT CALENDAR

23-26 April 2024

FHA-Food & Beverage

Singapore Expo 1 Expo Drive

Singapore

<https://foodnhotelasia.com>

18-21 May 2024

The National Restaurant Show

McCormick Place, Chicago,

IL Chicago, U.S.

<https://www.nationalrestaurantshow.com>

4-6 June 2024

The Hotel Show

Dubai World Trade Centre

Dubai, UAE

<https://www.thehotelshow.com>

5-7 June 2024

Annapoorna Inter Food

India International Convention & Expo

Centre (IICC)

New Delhi, India

<https://www.annapoornainterfood.com>

26-28 June 2024

Sigep Asia 2024

Sands Expo & Convention Centre,

Halls D & E,

Basement 2,Singapore

<https://sigepasia.com.sg>

3-4 July 2024

India Horeca Expo 2024

Trade Fair Complex

Coimbatore, Tamilnadu, India

<https://indiahorecaexpo.com>

11-14 July 2024

The 18th Thailand Retail, Food &

Hospitality Services 2024

EH 102, Bitec

Bangkok, Thailand

<https://trafs.net>

17-19 July 2024

Malaysian International Food &

Beverage Trade Fair

Kuala Lumpur Convention Centre

Kuala Lumpur, Malaysia

<https://mifb.com.my>

3-6 August 2024

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Zone by The Park Digha Launched in West Bengal

Apeejay Surrendra Park Hotels has launched Zone by The Park, nestled in the heart of Digha, a picturesque coastal resort town in Purba Medinipur, West Bengal. Strategically positioned just 2.5 kilometres from Digha railway station and 210 kilometres from Netaji Subhash Chandra Bose International Airport in Kolkata, Zone by The Park Digha beckons travellers to experience coastal opulence, also marking it as the tenth property of the social-catalyst brand.

With 65 well-appointed rooms across four categories, the hotel offers a sanctuary of comfort and elegance. The four room categories are – Zone Room, Zone Deluxe Room, Zone Luxe, and Zone Suite.



The hotel features Bazaar, the signature restaurant of Zone, an all-day dining restaurant with a live kitchen inspired by multi-hued charismatic native markets that offers local and international cuisines. The guests can take a refreshing dip in Playa – the pool, and can enjoy rejuvenating at Vitalia Spa, or maintain fitness routine at our state-of-the-art gym. The hotel has two bars – Liquiteria, a lobby bar, and an exclusive pool bar where guests can bask in the sun's warmth while sipping on refreshing cocktails in the breathtaking views.

Zone by The Park Digha is positioned as the quintessential venue for gatherings, social soirées, weddings, and corporate events, boasting three banquet venues with an expansive capacity of 1,000 guests. The adjoining Dighashree international convention centre (Bengal Business Conclave), also presents an ideal setting for grand celebrations and conferences.

Fortune Hotels Inks a New Alliance in Palampur

Fortune Hotels, a member of ITC's hotel group, announced the inking of its latest alliance – Fortune Park Palampur in Himachal Pradesh. Set in the picturesque landscape of Palampur, also known as the tea capital of northwest India, this brownfield project promises to redefine comfort in one of the most enchanting destinations in the country.

Aesthetically designed for the urbane traveller, Fortune Park Palampur is poised to offer a hospitality experience par excellence. Slated for a Summer 2024 launch, the hotel boasts tastefully designed rooms and stylish interiors that are elegantly appointed, offering guests a perfect blend of modern amenities and breathtaking views of the Dhauladhar mountain range.

Together with an all-day dining restaurant and bar, a terrace microbrewery, modern banquet halls, meeting rooms, fitness centre, swimming pool and a restful spa, the hotel is carefully crafted to offer a blissful stay and relaxation to its patrons.



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Atmosphere Core Announces 10th Resort in India

Atmosphere Core has entered into a Hotel Management Agreement with 'JPR Bhumi Developers' proprietor of Avongrove Tea Estate to develop a luxury resort in Sukiapokhri, nestled in the Darjeeling Hills of West Bengal. Avongrove Tea Gardens by Atmosphere Mirik Darjeeling West Bengal is scheduled to open in Q3-2026. The partnership aligns with Atmosphere Core's goal of reaching 25 properties by 2025 in India, and the resort marks the company's second venture in Darjeeling districts of the state of West Bengal.

Travellers can look forward to 70 indulgent suites and villas and enjoy an experiential culinary journey at an all-day diner with alfresco style service, a specialty restaurant, and a classic library bar. At an altitude of more than 5000 feet, it is a perfect setting for wellness and spa activities. Atmosphere Core will also bring to the resort, a nature-inspired tranquil spa and wellness centre through its award-winning spa brand 'ELE/NA.'



This luxurious destination resort is perfect for leisure travellers seeking a peaceful retreat, as well as for hosting meetings, private celebrations, and weddings, with a 3,000 sq. ft indoor event space and a selection of outdoor venues.

Souvagya Mohapatra, Managing Director of Atmosphere Core - India, Nepal, Sri Lanka, & Bhutan, shared his enthusiasm, saying, "Renowned as the 'Queen of the Hills', the emerald slopes of the Darjeeling Hills have always captivated travellers with their timeless beauty. I am delighted to announce our second project in North Bengal in the region's promising Darjeeling district, Avongrove Tea Gardens By Atmosphere, which is set to become a highly coveted destination."

jüSTa Hollow Oak in Mussoorie

Onora Hospitality's luxury brand, jüSTa Hotels & Resorts, has announced the opening of its latest property, jüSTa Hollow Oak, in Mussoorie. Positioned against the scenic backdrop of Mussoorie, the property blends historical aesthetics with contemporary luxury and offers mountain and valley views, thereby offering a boutique luxury getaway in the region.

This is the company's fourth property in Uttarakhand. This launch is a part



of the company's strategic plan of offering circuit-based itineraries in various states. People can now make it a week-long jüSTa Uttarakhand itinerary in destinations such as Corbett, Mukteshwar, Rishikesh and Mussoorie.



On the occasion of the launch of the property in Mussoorie, Mr. Ashish Vohra, Founder & CEO of Onora Hospitality, said, "jüSTa Hollow Oak's opening in Mussoorie is a key addition to our collection, designed to offer guests a place to escape the city's pace. We aim to provide an environment that offers relaxation and a connection with the natural surroundings."

jüSTa Hollow Oak has 16 spacious rooms in 3 categories: 2 Superior Rooms with Private Balconies, 12 Premium Rooms with Private Balconies, and 2 Junior Suites with Private Balconies, all offering forest views. The rooms' rich wooden furnishings, plush textiles, and warm earth tones create an inviting ambience, while modern amenities ensure comfort and convenience. All the rooms come with modern amenities to meet every guest's needs.

The hotel's restaurant, Sabor, has 80 covers and it offers a variety of local and international dishes prepared with fresh ingredients. The property is also conveniently located for guests visiting local attractions like Kempty Falls, Mall Road, and Mussoorie Lake.

The hotel enhances guest experiences with wellness services such as yoga and meditation sessions, spa treatments, and a health-focused food and beverage menu. It also introduces a personalised dining experience with made-to-order meals that depart from the traditional buffet system. Additionally, jüSTa Hollow Oak offers venues for events such as meetings, conferences, and weddings. Its outdoor spaces provide a picturesque setting for celebrations. Guests can enjoy various activities like nature walks, birdwatching, and stargazing, promising a rich and engaging experience.

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Leisure Hotels Introduces 'Sociotel' Concept

Leisure Hotels Group (LHG) has launched its newest venture, Bedzzz Xclusiv, Morjim, Goa. Following the commercial success of Bedzzz in Rishikesh and Varanasi, the first 'Bedzzz Xclusiv' opened its doors on 6th March. Bedzzz Xclusiv promises an immersive and unforgettable experience for travellers seeking a blend of comfort, social engagement, and vibrant ambience.

Pioneering the "Sociotel" (Social Hotel) concept, Bedzzz Xclusiv offers a unique lifestyle accommodation experience that combines innovation with immersive guest interactions. Catering to both value-conscious and contemporary travellers, Bedzzz Xclusiv, Morjim, Goa provides premium stays infused with lively social experiences, all complemented by group's quintessential hospitality and personalised service.

Bedzzz embodies an affordable "Sociotel" experience, providing signature services and upgraded amenities such as a Signature Restaurant, Recreational Lounge, and comfortable rooms, while Bedzzz Xclusiv elevates the experience features mixed-use open and covered spaces, the properties promote the 'Stay, Play, Vacay' ethos with spacious accommodations and exclusive features such as a Bar and Swimming Pool, exceeding the standard Bedzzz offerings.

Situated just steps away from the glistening waters of Morjim Beach and the bank of the Chapora River, Bedzzz Xclusiv, Morjim Goa boasts 27 charming and well-appointed rooms, each with a private balcony adorning playful interiors inspired by local art and culture. Guests can unwind in contemporary comforts, whether lounging by the swimming pool, enjoying at the 'Himmaleh Bar' or dining at the signature restaurant 'Travel Diaries Cafe' with breathtaking views of the Arabian Sea.

HRAWI's 'Empowering Hospitality' Conclave

The Hotel And Restaurant Association (Western India) – HRAWI in conjunction with the Poona Hoteliers Association (PHA) successfully convened a transformative conclave titled 'Empowering Hospitality'. Held at the Raddison Blu Hotel in Pune, the event saw industry stalwarts gather to explore critical facets of hospitality excellence.

The event, which delved into the heart of hospitality excellence, featured discussions on 'Fire Life Safety Strategies for Hotels' and 'Classification & Industry Status of Hotels'.



Noteworthy dignitaries including Mr Devendra Potphode, Chief Fire Officer, Pune and Ms Shama S. Pawar, Deputy Director, Pune through experiences from their respective domains shared valuable insights on the topics for the day.

Distinguished speakers, Mr Hemant Khadse, CEO of East Crop Group, and Ms Subha Bhaskar, COO of Qual Star Pvt Ltd, shared insights and industry-leading practices.

"As we witness unprecedented growth and transformation in the tourism sector, it is imperative that we prioritize sustainability and responsibility in our hospitality practices. With projections indicating the industry's significant contributions to GDP and job creation by 2028, and ambitious targets set for 2047, ensuring fire safety and industry status implementation are paramount. Our upcoming convention in Goa aims to drive growth in a sustainable manner, aligning with India's vision of achieving 100 million tourists by 2047 and a \$3 trillion hospitality tourism economy," said Mr Pradeep Shetty, President, HRAWI.

"The conclave was an enriching experience, bringing together industry leaders, policymakers and stakeholders to discuss pivotal issues shaping the future of hospitality", concluded Sandeep Talaulicar, Executive Committee Member and Co-Chairman, Seminar and Business Session, HRAWI.

The Forest Lounge Experience

Le Méridien Mahabaleshwar Resort & Spa, a beacon of luxury nestled within a 27-acre jungle, introduces the Forest Lounge Experience, a visionary check-in concept curated under the discerning leadership of Front Office Manager, Shantanu Budhalakoti.

This groundbreaking initiative redefines the art of arrival, seamlessly blending the opulence of our resort with the serene embrace of nature. The Forest Lounge, situated in an open, airy space, invites guests



to an immediate immersion in the tranquility and beauty of the lush surroundings. Far more than a change of check-in location, this experience is a profound reimagining of hospitality, reflecting our commitment to sustainability by harmonizing operations with the natural splendor that defines our property.

In pursuit of redefining luxury, hotel introduced the Elite Butler Service and tailored experiential check-ins within the Forest Lounge setting.

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Pride Hotels Group to Expand in Religious Destinations

Pride Hotels Group is expanding its presence in key spiritual destinations across India, capitalizing on the surge in faith-based tourism. This strategic initiative aims to cater to the increasing number of domestic and international travellers embarking on spiritual journeys, as the sector sees a remarkable 40% growth, representing more than half of the nation's tourism activities.

The group's expansion into faith-based tourism is highlighted by the addition of new properties in significant pilgrimage sites, including Pride Resort Ambaji, and Pride Comfort Dwarka in Gujarat. The group's presence in cities like Rishikesh, Rudraprayag, Haldwani,



Puri, Ranakpur and other pilgrimage spots are carefully selected to align with the group's mission to offer unparalleled hospitality experiences tailored to the spiritual needs of modern pilgrims.



Atul Upadhyay, Executive Vice President, Pride Hotels Group, emphasizes the organization's dedication to enriching travellers' experiences by meeting the evolving preferences for spiritual and religious tourism. "Our expansion into the realm of faith-based tourism underscores our commitment to excellence and our responsiveness to the changing desires of today's pilgrims."

Pride Hotels Group Marks its Debut in Punjab

Pride Hotels Group announced the addition of a brand-new property to its portfolio - Pride Premier Hotel in the historic city of Amritsar, Punjab. Known worldwide for the iconic Golden Temple (Harmandir Sahib), Amritsar holds a special place in the hearts of millions as the holiest Gurdwara of the Sikh religion. The signing of Pride Premier Hotel Amritsar not only signifies Pride Hotels Group's landmark entry into Punjab but also heralds the introduction of its Premier brand category in the Indian market.

Pride Premier, Amritsar, is set to redefine upscale luxury with its 55 well-appointed rooms, designed to provide guests with the utmost comfort and convenience. The hotel will feature an All-Day Dining Restaurant & Bar accommodating up to 80 guests, a Banquet Hall spanning 3000 square feet, and a Conference room capable of hosting



gatherings of up to 50 attendees. Additionally, guests will have access to a range of amenities including a rooftop gym, spa, swimming pool, and restaurant & bar serving up to 50 guests.

We are delighted to announce the signing of Pride Premier Hotel in Amritsar, our first property in Punjab," said Mr. Shoeb Mohammad, AVP North "Amritsar holds immense cultural significance, and we are excited to contribute to its hospitality landscape with our signature blend of luxury and warmth. Pride Premier, Amritsar, will offer guests an unforgettable experience, combining modern amenities with traditional hospitality.

Pride Hotels Group signs Biznote by Pride, Himmatnagar

Pride Hotels Group introduces Biznote by Pride in Himmatnagar, a town with a blend of historical significance, natural beauty & also a well-known business hub. Located on the Hathmati River and named after King Himmat Singh, the town is noted for its best horse training facilities all over Asia and distinctive religious & historical sites. Himmatnagar's addition to the Pride Hotels Group portfolio highlights the region's growing appeal as a multifaceted destination. Biznote by Pride Himmatnagar will offer a luxurious array of amenities, including exquisitely designed rooms, a versatile All Day Dining



restaurant, a distinctive open-air dining experience, an expansive 8000 square feet Banquet Hall, a Conference Hall accommodating up to 100 guests, a panoramic Roof Top Gym, a rejuvenating Spa, a sparkling Swimming Pool, and a tranquil Jacuzzi.

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Suba Group Launches New Properties

Click Hotel In Mundra

Suba Group of Hotels, has achieved another milestone with the launch of Click Hotel in Mundra, Gujarat. Mundra is recognized India's largest private port and is conveniently



by Adani Power in addition to the upcoming Solar Power Plant and one of the largest Copper Production Unit will have gold as by product production.



Click Hotel, Mundra is a smart sustainable affordable luxury hotel. It is an elegant, budget friendly yet luxurious, full-service business hotel designed to cater to the new age business traveler. The hotel features 45 premium contemporary rooms, an inhouse multi-cuisine restaurant – CINNAMON and a banquet venue. The hotel also offers in-

room dining along with efficient service and a comprehensive range of guest facilities to ensure a pleasant stay for the guests.

Mubeen Mehta, CEO, Suba Group of Hotels said, "Our emphasis on sustainability is truly reflected in this hotel. We want to set a benchmark for being green conscious in our industry without sacrificing the comfort and amenities for our guests. Like the other Click Hotels in India, Mundra will also enjoy the best of services, as our empathetic approach helps win over our guests."

Click Hotel in Surat

Suba Group of Hotels, has achieved another milestone with the launch of Click Hotel Yuvraj in Surat, Gujarat. Surat is recognized as one of India's major economic hubs and is conveniently accessible by road, rail, and air with Surat International Airport situated approximately 30 minutes from the hotel.

Click Hotel, Surat is a Smart Sustainable affordable Luxury hotel. It is an elegant, budget friendly yet luxurious, full-service business hotel designed to cater to the all-ages business & leisure travelers. The hotel features 54 contemporary rooms, in 2 configurations i.e. King/Queen & Twin rooms



with an inhouse multi-cuisine restaurant – CINNAMON and 3 banquet venues. The hotel also offers in-room dining along with efficient service and a comprehensive range of guest facilities to ensure a pleasant stay for the guests.

Each of the Group's properties boasts luxurious rooms with a host of banqueting and F&B facilities.

GRT Hotels & Resorts Launches 'Grand Vijayawada'

GRT Hotels & Resorts, India's boutique hospitality group has opened Grand Vijayawada by GRT Hotels, their second property in Andhra Pradesh, with the other two properties located in Chennai and Kakinada. Grand Vijayawada is also the 20th operational property by GRT Hotels & Resorts.

"We are delighted to unveil Grand Vijayawada by GRT Hotels, our second property in the dynamic landscape of Andhra Pradesh. This full-service upscale hotel with fresh aesthetics, refined elegance, and contemporary amenities will appeal to business and leisure travelers alike." Said Vikram Cotah, CEO, GRT Hotels & Resorts.

Grand Vijayawada by GRT features 104 aesthetically designed rooms, comprising business class rooms, Grand Club Rooms, Grand Club City View, and Grand Club River View to lavish deluxe suites. The well-furnished

accommodation blends contemporary design with unmatched comfort. All rooms are well equipped with all modern amenities that



seamlessly fit the traveler's scheme of things.

Bazaar, the round-the-clock multi-cuisine restaurant has food for every mood. Rendered in bright colours and beautiful wood, Bazaar presents food islands, live kitchens, and interactive food experiences.

Drawing inspiration from South Asia, the Mediterranean, and Europe, the food brings the magic of heavenly street eats to the comfort of the restaurant. Chef Damu, a celebrity chef, and the brand ambassador of Bazaar will bring unique dining experiences to the people of Vijayawada from time to time.

For social and business events Grand Vijayawada by GRT boasts four well-equipped banquet halls to celebrate memorable occasions, board meetings, and wedding receptions. With contemporary mood lighting and state-of-the-art acoustics, these banqueting spaces can cater to guests numbering close to 600.

Guests can rejuvenate at the famed, award-winning Bodhi Spa of GRT Hotels & Resorts, which offers treatments and therapies to de-stress your body, and revive your soul.



BUFFET INDUCTIONS



TS-22C01A



TS-26C01



TS-30C01



TS-21C02A

DOUBLE INDUCTIONS



TS-34C01

TABLE TOP COOKING INDUCTIONS



TS-3501



TS-3502



TS-5006



TS-3503



TS-32C01

INTRODUCING WARMING STATION

(All types of vessels can be used)



DX 1200R1 / 800R1

KITCHEN INDUCTIONS



TSD-8C1



TSD-8A1



TSD-3D4



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Club Mahindra Partners with The Marmara Sisli Resort in Turkey

Club Mahindra, the flagship brand of Mahindra Holidays and Resorts India Limited (MHRIL), has expanded its footprint in Turkey by partnering with an exquisite resort in Istanbul—the melting pot of rich culture and history. With this partnership Club Mahindra members will now have access to the charming and elegantly styled resort in Turkey -The Marmara Sisli. This strategic partnership underscores Club Mahindra's dedication to



offering memorable and enhanced holiday experiences to its valued member base.

The Marmara Sisli, located in Istanbul's vibrant **Şişli** district, offers modern luxury and convenience with sophisticated accommodations, exquisite dining, and state-of-the-art facilities. Seamlessly blending contemporary design with Turkish hospitality, this upscale property is centrally positioned for easy access to cultural landmarks, bustling markets, and upscale shopping, making it an

ideal choice for indulgent stays in the heart of Istanbul.

Conveniently situated within 40 km of the nearest Istanbul Airport and approximately five km (15 minutes) from the nearest jetty **Beşiktaş**, The Marmara Sisli provides accessibility to popular sightseeing locations, including the 6th-century Byzantine structure of Hagia Sophia, Basilica Cistern, the UNESCO World Heritage Blue Mosque, the lavish Topkapi Palace, and the architectural masterpiece of Dolmabahçe Palace. Members can now book the resort through the Club Mahindra website, App, and customer care number.

Club Mahindra Adds 6 New Exotic Destinations for Its Members

Club Mahindra has announced the addition of new resorts to its existing portfolio. This addition by partnering with the resorts through inventory alliance is aimed at providing members with access to exotic destinations and unique experiences across the globe, further enhancing their vacation experiences.

Among the latest additions to Club Mahindra's offerings are some stunning properties, including The Chumbi Mountain Retreat: Pelling, Sikkim; Hotel Pushkar Fort Resort: Ajmer, Rajasthan; Summit Green Lake Tea Resort: Kaziranga, Assam; Golden Tulip



Westlands: Nairobi, Kenya; Royal Tulip Hotel & Casino Tbilisi: Georgia; Pullman Khao Lak Resort: Thailand; Radisson Resort: Hua Hin, Thailand.

These properties offer a wide range of amenities and experiences including, delightful culinary experiences, spa services, cultural and adventure activities, scenic views, and much more.

Julian Ayers, Chief Resort Officer, Mahindra Holidays & Resorts India Limited, said "We are thrilled to announce the expansion of Club Mahindra's portfolio with the addition of these exceptional properties across destinations worldwide. These additions through inventory alliances are in line with our target of doubling the room capacity to 10,000 by FY 30. We are excited to continue providing unparalleled holiday experiences to our members with these latest additions and look forward to enhancing their experience with more destinations to choose from."

Logistics Partner for Kitchen Supplies

With an extensive assortment of kitchen and tabletop solutions, including renowned brands such as Sola Switzerland, Ocean, Lucaris, Frilich, Zieher, and Spring, Andy Mannhart Verpaco India Pvt. Ltd. stands as the foremost choice for leading domestic and international hotel chains operating in India and the Indian Subcontinent. It has cemented its position as the preferred vendor for esteemed Hotel chains like Marriott, Accor, Hyatt, Hilton, Fairmont, Oberoi, ITC, TAJ and more.

Established in 2005 through a strategic joint venture between Verpaco India Pvt. Ltd. and Andy Mannhart AG, Switzerland, Andy Mannhart Verpaco India Pvt. Ltd. gained access to over 18,000 products sourced from more than 600 factories worldwide. This collaboration not only broadened the company's product range but also facilitated partnerships with international brand leaders, enhancing its reputation for excellence and reliability.

Amidst market evolution and changing dynamics, Andy Mannhart Verpaco India Pvt. Ltd. remains unwavering in its commitment to delivering excellence in both F&B, Kitchen and Tableware solutions.



Following the acquisition of Andy Mannhart AG by the ECF Group, Andy Mannhart Verpaco India Pvt. Ltd. became an independent entity and continues its legacy of offering the same high quality products sourced from the same OEM factories as under the Andy Mannhart AG Joint venture.

Andy Mannhart Verpaco India's dedication to quality and professional service is matched only by its extensive experience and expertise acquired over the last two decades. They continue to serve clients with innovative solutions and unmatched service, ensuring the HORECA sector receives nothing short of excellence.

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FHRAI Celebrates 69 Years of Excellence



The Federation of Hotel and Restaurant Associations of India (FHRAI), the Apex body representing the hospitality industry, mark its 69th year of service. FHRAI has been at the forefront of promoting tourism and hospitality, aiming to turn India into a three trillion-dollar industry by 2047, in alignment with the Government of India's vision of making India a developed economy on the 100th year of India's independence.

Established in 1955, is the third largest hospitality association in the world. Over the years, FHRAI has played a vital role for the growth of tourism and hospitality sector in the country through its multifaceted activities and services including policy advocacy, education and training, research studies, knowledge reports, skill enhancement and capacity building, legal and regulatory advisory etc. Through its path breaking initiatives like the FHRAI Institute of Hospitality Management (FHRAI -IHM) and the Centre of Excellence in Tourism and Hospitality (CETH), FHRAI is shaping the future of hospitality education and research in India.



As FHRAI enters its 70th year, it reaffirms its dedication to uphold industry standards, promoting experiential tourism, tourism excellence, sustainable practices and enhancing partnerships. Together, FHRAI and its members will continue to shape a vibrant future for India's hospitality industry.

The Association's commitment extends to fostering partnerships and collaborations with like-minded organizations and key stakeholders. MOUs signed with Sustainable Hospitality Alliance, the Indian Plumbing Association (IPA), and CII's Indian Green Building Council (IGBC) are the latest additions to the long list of collaborative efforts undertaken by the Federation for the growth and development of the Sector. These alliances have strengthened India's position as a top global travel and hospitality destination.

Pradeep Shetty, President of FHRAI, said, "As we celebrate FHRAI's 69th anniversary, we commemorate not only a milestone but also a heritage of impeccable hospitality excellence. Our commitment remains firm: to promote tourism and hospitality via transformative experiences that involve cross-cultural interaction and socio-economic growth. The hard work of FHRAI and its respected members has significantly contributed to elevating our country's status as a symbol of hospitality excellence. We aim to continue this legacy by embracing diversification and sustainability, building a path to a brighter, more diverse future for all".

HVS ANAROCK Awards for Rajneesh Kumar



Rajneesh Kumar, General Manager at Courtyard by Marriott Aravali Resort has been bestowed with two coveted awards recognising his exceptional leadership and contributions to the hospitality industry at the HVS ANAROCK Showcase Hospitality & Travel Awards. He received 'Best General Manager of the Year 2023 (upscale)' and 'Best General Manager of the Year 2023'. These accolades underscore his outstanding commitment in elevating guest experiences and driving operational excellence at Courtyard by Marriott Aravali Resort.

IHCL Strategic Alliance with Tree Of Life Resorts & Hotels

Indian Hotels Company (IHCL) announced a strategic alliance with the Tree of Life Resorts & Hotels, which was recently acquired by the Ambuja Neotia Group, offering IHCL's marketing and distribution network to its portfolio of 14 resorts across the country.

Speaking on the occasion, Puneet Chhatwal, Managing Director & Chief Executive Officer, IHCL said, "With the rising trend of experiential travel, Tree of Life Resorts & Hotels offers our discerning guests unique travel experiences in offbeat destinations including in tier II and III cities. This partnership is in line with our vision to expand



our brandscape to newer formats which cater to the ever-evolving travel needs."

Tree of Life, launched in 2009 operates boutique hotels in 14 destinations

including Mussoorie, Dared, Naggur, Udaipurwati, Kumaon, Binsar among others. Located outside city centres, the resorts are an escape into luxury and exclusivity with a chance to immerse in nature and local culture.

Harshavardhan Neotia, Chairman, Ambuja Neotia Group, said, "We are pleased to grow our partnership with IHCL and leverage their vast marketing and distribution network to draw domestic and inbound travellers to these destinations. Tree of Life Resorts & Hotels address the niche trend of experiential stays which is a fast-emerging travel trend."

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IHCL Opens New Properties

Vivanta Chitwan, Bharatpur Opens

Indian Hotels Company (IHCL) announced the opening of Vivanta Chitwan, Bharatpur. The hotel is a confluence of the vibrant tapestry of Nepal's culture and contemporary luxury. The hotel featuring 45 keys celebrates individuality with style and



spirit. Each elegantly furnished room and suite provides guests with stunning vistas of the Devchuli Mountains. Guests can savour diverse flavours at Mynt, the multi-cuisine all-day diner and unwind at Wynn, the happening bar. For wellness and recreation, the hotel boasts a state-of-the-art fitness center and an outdoor pool that overlooks the breathtaking Siraichuli Mountains. The hotel is equipped with 2,400 sq. ft. of meeting space including a business center.

Scenic Munnar - IHCL Seleqtions Unveiled in Kerala

The group also announced the opening of Scenic Munnar - IHCL Seleqtions hotel in Kerala. Nestled amidst lush emerald hills, the city beckons tourists with its natural beauty.

Scenic Munnar - IHCL Seleqtions is situated in the idyllic landscapes of the Western Ghats of Kerala. The charmingly decorated 55 rooms including secluded villas with private plunge pools are surrounded by verdant hills and valleys and expansive tea plantations. The vibrant interiors of the hotel are inspired by the local flora of the Neelakurinji flower blooming once in twelve years.

Guests can indulge in a culinary feast at all-day-diner, The



Hub Kitchen, enjoy cocktails at Tree Sky bar or rejuvenate with the wellness offerings of the spa and the swimming pool and a state-of-the-art gymnasium. It also features intimate banqueting spaces for social get-togethers and off-sites.

Opens Ginger Changodar

IHCL announced the opening of Ginger Ahmedabad, Changodar. The hotel's lean luxe design philosophy allows guests to seamlessly blend work and leisure in vibrant, contemporary spaces. The 102-key hotel is centrally located in the heart of Changodar, minutes



away from the SG Highway and a short drive to other important cities. Guests can savor delectable culinary delights at Qmin - the signature all-day diner, or maintain their fitness routine at the fitness center. Ginger Ahmedabad, Changodar also features over 4,600 sq ft of meeting and banquet facilities.

Opens Ekante Bliss – Seleqtions Tirupati

IHCL also announced the opening of Ekante Bliss, an IHCL Seleqtions branded hotel in Tirupati, Andhra Pradesh. The city is home to the sacred shrine of Tirumala Venkateswara Temple.



The 113-key Ekante Bliss – IHCL Seleqtions is strategically located in the heart of the city, a convenient drive from Tirupati Airport, and offers a captivating view of the Tirumala temple. The hotel's elegant décor, inspired by the temple, incorporates refined design elements that pay tribute to this iconic spiritual site.

Guests can indulge in an array of culinary delights at Vyom, the all-day diner, Azure the open-air café, unwind at Amruth the bar, or rejuvenate at the swimming pool and a state-of-the-art fitness centre. The hotel also features expansive event spaces, complete with versatile pre-function areas, perfectly suited for hosting both intimate gatherings and lavish celebrations.

IHCL Signs New Hotels

Taj Hotel in Indore

Indian Hotels Company (IHCL) announced the signing of a Taj hotel in Indore, Madhya Pradesh. The hotel is a Greenfield project and will be one of the largest convention facilities in Central India. The 350 keys hotel



is situated along the new Super Corridor, a stone's throw from important IT campuses and at comfortable driving distance from all major industrial hubs as well as leisure spots.

Guests can enjoy a variety of cuisines at the all-day dining restaurant, a specialty restaurant, a bar, and a lobby lounge. The property is set to offer an extensive range of leisure and recreational activities, including a swimming pool, a spa, a fitness center, as well as various sports and entertainment options. Additionally, the hotel is poised to become a leading convention center in Central India, offering approximately 50,000 square feet of versatile, cutting-edge banqueting and event spaces.

Seleqtions Hotel in Kolkata

IHCL signs a resort near Joka on Diamond Harbour Road, in Kolkata, IBIZA – an IHCL Seleqtions, the 130-keys urban resort, nestled in 11 acres of lushly landscaped gardens. The property is strategically located on the Diamond Harbour road in



Kriparampur, a popular tourist destination.

The resort will offer an all-day diner, a specialty restaurant, a bar, a sprawling swimming pool, a serene lake and a variety of recreational activities including an indoor and outdoor activities and kids arenas. The versatile banqueting will feature an over 5,400 sq. ft. ball room, conference halls, pre-function areas, meeting rooms and scenic outdoor venues. The resort will open in October 2025.

Vivanta Hotel in Haridwar

IHCL signed a new Vivanta hotel in Uttarakhand's ancient pilgrim city of Haridwar. The hotel is a Greenfield project. The 125-keys hotel is strategically located at a comfortable driving distance from the



renowned 'Har Ki Pauri' as well as prominent temples. The hotel will feature an all-day diner, a swimming pool and a fitness centre. It will also offer a sophisticated banqueting space of over 7,500 sq. ft. perfect for both corporate gatherings and social events.

Taj Resort in Pushkar

The group announced the signing of a Taj-branded resort in Pushkar, Rajasthan. The 110-key resort is situated just minutes away from the sacred Pushkar Lake and the Brahma Temple. Its offerings include an all-day diner, a specialty restaurant and a chic lounge. Guests can indulge in recreational pursuits at the swimming pool, state-of-the-art gym, and rejuvenating spa facilities. Boasting over 7,500 square feet of opulent ballroom space complemented by flexible meeting areas, the resort stands as an ideal venue for both corporate conferences and social gatherings.

Taj Resort Kollam, Kerala

IHCL signs a Taj branded resort at Kollam,

Kerala. The resort is a Brownfield project. Nestled on a sprawling 13-acre site along the scenic Thirumullavaram Beach, the resort boasts nearly 600 feet of pristine beachfront. It will feature 205 rooms, each with breathtaking views of the Arabian Sea.

The resort will showcase a wide array of amenities including an all-day diner, a specialty vegetarian restaurant, a chic bar, a rejuvenating spa, an inviting swimming pool, and a fully equipped gym. With over 20,000 sq. ft. of versatile banqueting space and expansive lawns, it serves as the perfect venue for both corporate gatherings and social events.

Vivanta Hotel in Ujjain

IHCL announced the signing of a new Vivanta hotel in Madhya Pradesh's ancient pilgrim city of Ujjain. The hotel is a Greenfield project. The 130-keys hotel is strategically located at a comfortable driving distance from Indore airport and is close to the renowned 'Mahakal Corridor'. The hotel will feature an all-day diner, a swimming pool and a fitness centre. It will also offer a sophisticated banqueting space



along with meeting rooms, perfect for both corporate gatherings and social events.

Seleqtions Hotel In Surat

IHCL signed a hotel in Surat, Gujarat. The Greenfield project will be branded an IHCL- Seleqtions hotel. The 175-key hotel is strategically located on upscale Dumas Road, a comfortable drive from the airport and key business districts. The hotel will offer an all-day diner, a specialty restaurant, and recreational facilities including a swimming pool and a fitness centre. With an over 8000 sq. ft. spacious banquet hall, it will also have multiple conference and meeting rooms.



Ajay Mehtani

TreeHouse Hotels & Resorts has appointment of Ajay Mehtani as Partner. He will leverage his extensive experience across hospitality, investment, strategy, growth, technology and brand development to fuel TreeHouse Hotels' continued

growth and expansion in India & South Asia. Ajay brings over 30+ years of experience in Hospitality, FMCG, ITES, and Private Equity to TreeHouse Hotels. Prior to joining, he served as President of Asset Management & Executive Search South Asia at HVS Anarock. He held leadership positions with InterContinental Hotels Group (IHG), Quatro Global Services, Duet India Hotels, and Starwood Hotels & Resorts. Prior to joining HVS, he worked with Starwood Hotels & Resorts as Regional Director - New Builds, Transitions & Franchise Support for South Asia. He has completed his Master's in Marketing and Hospitality with Certification in Digital Marketing, Foundation of Business Strategy, Fundamentals of Revenue Management, and the Executive Program in Marketing Strategy from IIM Lucknow.



Ranjit Phillipose

IHCL has appointed Ranjit Phillipose as Sr. Vice President - Operations, Goa. He career span three decades with IHCL, starting in 1993 with IHCL at Taj Coromandel, Chennai. He spearheaded the pre-opening task forces in

Mumbai, Seychelles and Mauritius, and held key positions in London, as well as the United States. Ranjit undertook his first general management role as General Manager - Taj Falaknuma Palace, Hyderabad and later at Taj Exotica Resort & Spa, Maldives. He was Area Director - Goa and General Manager - Taj Exotica Resort & Spa, Goa, and subsequently took on the role of General Manager - Taj Dubai and was promoted to Area Director UAE & Africa and General Manager - Taj Dubai. He played a crucial role in opening Taj Jumeirah Lakes Towers in 2019 and re-designated in 2022 as Area Director - Middle East & General Manager - Taj Exotica Resort & Spa, The Palm, Dubai.



Sameer Mehra

The MRS Group of Hotels has announced the appointment of Sameer Mehra as Chief Commercial Officer. He worked with The Oberoi Group, Hilton Worldwide, Marriott International, and most recently, Standard International in Thailand. His background in hospitality is bolstered by his global experience. He has worked in diverse roles across various countries,

including positions in luxury hotels, resorts, and hospitality establishments. This international exposure highlights his adaptability and expertise in navigating the complexities of the global hospitality landscape.



Ajinkya Salunkhe

Fortune Hotels has announced the appointment of Ajinkya Salunkhe as General Manager, Fortune Select Global in Gurgaon. With over two decades of experience, he started his career at Taj Mahal Mumbai. Later he worked with InterContinental The Lalit Mumbai, The Westin Pune Koregaon Park, Marriott Hyderabad, J W Marriott Bengaluru, J W

Marriott Mumbai Juhu, Courtyard Marriott Pune, Hyatt Regency Kolkata, The Waverly Hotel & Residences Bangalore serving as General Manager. He won the Best Front Office Manager Award East in 2017/18.



Rohit Pandey

Minor Hotels has appointed Rohit Pandey as General Manager of Anantara Jaipur Hotel, a debut hotel in India. Rohit joins Minor Hotels from The Leela Bhartiya City Bengaluru, serving as Hotel Manager. With over two decades of experience he worked with, Marriott International, Centara Hotels & Resorts, Dusit Thani Hotels & Resorts, One & Only Resorts, Aman Resorts, Oberoi

Hotels & Resorts, Taj Hotels and Minor Hotels' Anantara Hotels, Resorts & Spas and Avani Hotels & Resorts, in India, the Maldives, Seychelles and Thailand.



Deepraj Mukherjee

The Westin Chennai Velachery has appointed Deepraj Mukherjee as General Manager. With over two decades of experience, he previously worked as the General Manager for Le Meridien Kochi. He started his career with Goa Marriott as a Manager in Training, and later with Goa Marriott Resort, Taj Bengal, Taj Exotica Resort & Spa- Maldives, Taj Palace Hotel-

Delhi, Umaid Bhawan Palace- Jodhpur, Hilton- Bangalore and Le Meridien hotels. An alumnus of IHM, Goa, he did PGDMM from the Narsee Monjee Institute of Management Studies.



Himanshu Rathee

Radisson Blu MBD Hotel has appointed Himanshu Rathee as the Cluster Director of Revenue for both Radisson Blu MBD Hotel, Noida and Radisson Blu MBD Hotel, Ludhiana. With 20 years of expertise in the Hotel's Revenue Industry, he commenced his career at The Oberoi, Bangalore, and worked with Taj Hotels, Resorts & Palaces, Radisson MBD Hotel,

Noida, The Lalit Suri Group, Starwood Hotels & Resorts, Rotana Hotels & Resorts, The Grand & Azaya Beach Resort Goa, Pullman & Novotel Aero city and Renest Hotels.



Deb Nabajit

Novotel Goa Resort & Spa has appointed Deb Nabajit as the F&B manager. Bringing over 15 years of expertise, including being a part of the pre-opening team at Novotel Goa Resort & Spa, Deb will be responsible to oversee the food and beverage operations at the property. He will utilise his expertise to enhance the dining experience through

innovative initiatives. Prior to joining Novotel Goa Resort & Spa, he was associated with Radisson hotels. He holds a degree in BSCHM from Christ Academy Kolkata.



Shantanu Budhalakoti

Bengaluru Marriott Hotel Whitefield has appointed Shantanu Budhalakoti as the new Front Office Manager. With over 13 years of experience he started his career as a trainee duty manager at Hyatt Regency, Delhi. He joined Marriott International Inc in the year 2016 as a Front Desk Manager at Bengaluru Marriott Hotel Whitefield and then later as

a Front Office Manager at Le Meridien Mahabaleshwar. His proficiency in hotel Property Management Systems, coupled with his expertise in integration with guest experience platforms makes him a valuable asset.



Sagar Kulkarni

Sheraton Grand Pune Bund Garden Hotel has appointed Sagar Kulkarni as the new Director of Food & Beverage. Sagar's extensive career has seen him thrive in various prestigious establishments. At Hilton Mumbai International Airport, Sagar demonstrated proficiency in Food & Beverage operations. He also worked at Sofitel Luxury Hotels Mumbai, Royal Orchid Bangalore, The Park Mumbai,

Juhu, Novotel Hotels & Resorts Pune, Holiday Inn Mumbai International Airport, The Westin Mumbai Garden City, and Renaissance Mumbai Hotel and Convention Centre.



Souvik Das

Angsana Oasis Spa and Resort has appointed Souvik Das as front office manager. He started his career with The Taj Connemara Chennai, after BA in Hospitality Management from Napier University Edinburgh, Scotland. He worked with Howard Johnson by Wyndham Hebbal, Zuri Whitefield, Holiday Inn and Suites Aloft Whitefield, and The Park Bangalore and as

Manager of Hotel & Lounges at Kempegowda International Airport. His expertise with property management tools like Opera Cloud and Room Master has been instrumental in his career success.



Vaibhav Gautam

Pride Plaza Hotel Aerocity, New Delhi, announces the appointment of Vaibhav Gautam as the Director of Food & Beverages. He brings an proficiency from his previous roles as Food & Beverage Manager and Associate Director at Sofitel Mumbai BKC and The Khyber Himalayan Resorts & Spa, Gulmarg. With a career marked by success and notable

contributions to renowned establishments, his leadership skills are poised to enhance the overall dining and beverage offerings, aligning seamlessly with the hotel's commitment to excellence in hospitality.



Surjeet Singh Rawat

DoubleTree by Hilton Goa Panaji has appointed Surjeet Singh Rawat as the Food and Beverage Manager. With over 8 years of experience, he has been associated with various hospitality brands across India. Surjeet's last stint was with Hilton & Hilton Garden Inn Bengaluru Embassy Manyata Business Park as part of the preopening team, promoted to Asst.

F&B manager and later to F&B manager through internal transfer. He also worked at IHCL and Marriott Hotels. He is also an alumnus of IHM Kufri, Shimla.



Peeyush Sinha

JW Marriott Bengaluru Prestige Golfshire Resort & Spa announced the appointment of Peeyush Sinha as the Director of Food and Beverages. Peeyush's career is marked by a relentless pursuit of operational excellence. His previous role as Food & Beverage Manager, at properties such as Westin Hyderabad Mindspace and Le Meridien Mahabaleshwar Resort & Spa,

equipped him with the necessary skills. With a passion for hospitality and a dedication to excellence, he brings a wealth of experience and a sterling work ethic to his new role.



Does hospitality industry have... **Gender Equity?**

Hospitality industry has been considered as one of the forerunners in growth in India's service sector. Though the hotel industry is an appealing one, with diverse workforce, women have, historically, been underrepresented. However, the situation is changing, and women are, today, finding their rightful place in all segments of the industry. **Ashok Malkani**, to commemorate the International Women's Day, views the opportunities available to women in the industry and tries to assess the gender parity that is now visible, unlike in the past, and the future of women in the industry

International Women's Day has been observed on 8th March for over a century to recognize and celebrate women's social, economic and political achievements. It is celebrated to commemorate gender equality but it is observed that women have always been considered to be a degree below males in almost all industries, including hospitality. Women have fought against all this over the years to gain equal status in the hotel industry.

Supreet Kaur Bakshi, Cluster Learning & Development Manager, Sheraton Hyderabad Hotel, says, "Women have indeed faced significant barriers and discrimination across various sectors. However, over the years, women have made remarkable strides in their fight for equal status and recognition within the hotel industry through various strategies and efforts. Working with Marriott International for the past 9 years, I have neither felt any discrimination nor been made to feel that I was a degree below the male counterparts. The company definitely believes in putting people first and not having a gender bias."

She further adds, "Women in the hotel industry have been actively working to ensure that their contributions receive the recognition they deserve, employing various strategies to address the issue of under appreciation. Here's how women have been striving to settle this disparity and their progress in doing so:

Advocating for Visibility: Women in



the hotel industry have been advocating for greater visibility and recognition of their contributions through various channels. They actively participate in industry conferences, seminars, and events, where they showcase their expertise, share insights, and highlight their achievements. Additionally, women have been leveraging social media platforms and industry publications to amplify their voices and share their stories, thereby raising awareness about their valuable contributions.

Promoting Women's Leadership: Women leaders in the hotel industry are actively working to promote greater representation

of women in leadership positions. They advocate for gender diversity on executive boards, management teams, and in decision-making roles within hotel organizations.

Celebrating Women's Excellence: Women in the hotel industry are taking proactive steps to celebrate and honour excellence among their peers. They organise award ceremonies, recognition programs, and industry accolades that specifically highlight the achievements of women professionals in various roles, including management, operations, culinary arts, and guest services."

Sonale Zagade, General Manager, Hyatt Regency Gurugram avers, "Women in the hotel industry have equal status through determination, resilience, and talent. Over the years, they have broken barriers by showcasing exceptional leadership skills, dedication to their craft, and a commitment to excellence. This has led to more opportunities for women in various roles within hotels, from management positions to executive leadership."

She continues, "Women are actively working to gain recognition for their contributions to the hotel industry through networks, mentorship programs, and advocacy. Many organizations now have initiatives focused on highlighting women's achievements, such as awards, conferences, and dedicated platforms."



**Supreet Kaur Bakshi****Sarab Kapoor****Sonale Zagade****Seeta Kumari Marriwada**

Seeta Kumari Marriwada, Branch Executive Director at Platform 65, Vijayawada, disclosed, "Women in the hotel industry have tirelessly fought against historical biases, challenging the perception that they are inferior to men. By taking on leadership roles, women have shattered gender norms and inspired others to do the same. Initiatives for gender equality, such as equal pay and diversity programs, are helping to level the playing field."

Women have sought and embraced professional development opportunities, contributing to the growth and diversity of the workforce. Supportive work environments, inclusive policies, and active involvement in industry associations are paving the way for increased equality. While progress has been made, ongoing efforts are crucial to ensure complete gender parity in the hotel industry. While progress has been made, ongoing efforts are crucial to ensure complete gender parity in the hotel industry."

Sarab Kapoor, Celebrity Chef, declares, "Women have faced pervasive gender biases across industries, including hospitality, for far too long. Over the years, they have fought against this inequality with unwavering determination and resilience—challenging stereotypes, shattering glass ceilings, and demanding equal opportunities to prove their worth in the hotel industry. Despite the uphill battle, women have showcased their talents, expertise, and leadership abilities, proving time and again that gender should never be a barrier to success."

Their contributions to the historically male-dominated hospitality industry are undeniable, yet the journey towards absolute equality is ongoing, especially in terms of equal opportunities, recognition, and compensation. It's crucial for the industry (men and women both) to continue championing gender equality, fostering inclusive environments, and providing avenues for women to thrive and lead. Only by collectively challenging and dismantling systemic barriers can we truly achieve equal status for women in the hotel industry and beyond."

She continues, "Despite historical

gender biases, the hospitality industry is witnessing a notable shift towards greater gender inclusivity. With the rise of women decision-makers in top hotels, the overall gender bias is beginning to diminish. This recognition is fostering a culture of inclusivity and empowerment, where women are breaking stereotypes and proving their capabilities in every aspect of the hospitality industry. As more and more women assume leadership positions and challenge traditional norms, the industry is experiencing a shift towards recognizing and harnessing the full potential of its diverse talent pool, regardless of gender."

Importance of Women in Hospitality

Though technology and robotics is anticipated to play a significant role in industrial development, hospitality is a sector where technology or machine cannot replace a human's ability to generate a face-to-face encounter, needed to promote the welfare of the industry. Women's ability to solve everyday problems is believed to escalate their importance within the hospitality sector.

According to research by the World Travel & Tourism Council, travel and tourism employ nearly twice as many women as other industries. Women account for 46.4 percent of employment in Travel Tourism in the G20, compared to 43.3 percent across the economy as a whole. This demonstrates the growing importance of women in the hotel industry.

Sonale states, "Women bring diverse perspectives, innovative ideas, and invaluable skills to the hospitality industry. Their presence enhances creativity, empathy in guest interactions, and effective management styles. Additionally, women make up a significant portion of the customer base in the hospitality sector, making it essential to have representation at all levels of the industry. I believe that hospitality industry can benefit greatly from more women leaders due to their ability to bring a balanced approach to decision-making, foster inclusive work cultures, and drive innovation."

She continues, "Women can stand out in the hotel industry by demonstrating strong



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leadership skills, excellent communication abilities, a passion for hospitality, and a commitment to continuous learning. Being adaptable to change, and showcasing problem-solving abilities are also key factors for success."

Supreet asserts "Women play a vital and multifaceted role in the hospitality industry, contributing to its success and vibrancy in numerous ways. We women bring the following to the table:

Diverse Skill Sets: Women in the hospitality industry possess a diverse range of skills and abilities that are well-suited to the demands of the sector. Whether it's their exceptional communication skills, attention to detail, problem-solving abilities, or emotional intelligence, women bring a unique blend of talents that are essential for delivering exceptional customer service and managing complex operations.

Empathy and Hospitality: Women often excel in roles that require empathy, compassion, and a genuine desire to serve others – qualities that are fundamental to the hospitality industry.

Representation and Inclusivity: Women's representation in the hospitality industry is essential for promoting diversity, inclusivity, and gender equality. Additionally, women in leadership positions serve as role models and mentors for aspiring professionals, inspiring future generations of women to pursue careers in hospitality."

She avers, "Women's diverse skill sets, empathy, leadership abilities, commitment to inclusivity, and economic impact make us essential contributors to the industry's growth and sustainability. The hospitality industry thrives on diversity, innovation, and exceptional guest experiences. It stands to benefit significantly from having more women leaders at the helm. By embracing diversity, fostering inclusivity, and promoting gender equality in leadership roles, hospitality organizations can unlock the full potential of their workforce, drive innovation, and deliver exceptional guest experiences that set them apart in a competitive market landscape."

She elaborates, "There are several factors that can make a woman stand out in the hotel industry, including exceptional



customer service, strong communication skills, adaptability, leadership, and a commitment to lifelong learning."

Seeta affirms "Women's presence in the hospitality sector fosters diversity and inclusion, bringing a range of perspectives and skills that enhance creativity and innovation. Women's strong leadership and management skills, coupled with empathy and emotional intelligence, contribute to efficient operations and an enhanced guest experience. Their collaborative approach to teamwork and adaptability in the face of change is particularly valuable in the dynamic hospitality environment.

Encouraging the advancement of women in the industry not only ensures a diverse talent pipeline but also fosters long-term workforce development and sustainability. In essence, the meaningful participation of women in the hospitality sector is fundamental to its continued growth and positive impact. Beyond the imperative of gender equality, the infusion of diverse perspectives brought by women leaders fosters a more inclusive and innovative decision-making environment."

She declares, "A woman can stand out in the hotel industry by excelling in several key areas. Some of them are: Exceptional customer service, Strong communication skills, Leadership and decision-making abilities, Adaptability and flexibility in handling dynamic, fast-paced situations, Commitment to continuous professional development, Participation in networking

events, and engagement in industry associations, Emotional intelligence, Attention to detail, and a Dedication to fostering diversity and inclusion within the workplace."

Sarab is of the opinion that in addition to technical expertise, women bring unique perspectives, empathy, and nurturing qualities to the hospitality industry, enriching guest experiences and fostering inclusive environments. Their diverse talents and leadership enhance innovation, creativity, and success within the sector.

She states, "Women leaders in hospitality offer fresh insights, collaborative approaches, and inclusive leadership styles that drive positive change and foster greater diversity and representation. Ultimately, this significantly improves not just the experience of employees, but also of guests and patrons. The presence of women at the helm inspires future generations, ensuring a more equitable and dynamic industry culture and landscape, as well as enhanced excellence and quality for guests."

From Cooks to CEOs

In the medieval times many women who were widows or unmarried were responsible for cooking, cleaning and providing comfortable environment to their guests. The hospitality industry provided them with a means of earning a livelihood and supporting themselves.

During the 18th and 19th centuries, as travel became more popular and the demand for hotels increased, it was found that in many cases women's management of these establishments was more successful than men's, as they often had a better understanding of the needs and preferences of their guests.

Seeta states, "The remarkable journey of women rising from roles as cooks to CEOs in various industries reflects their relentless commitment to overcoming historical gender barriers and achieving recognition. A critical aspect of this progress involves women actively pursuing education and skill development, equipping themselves for leadership roles. Shattering stereotypes that confined women to certain roles has been pivotal, with women

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showcasing their abilities across diverse capacities and challenging preconceived notions.

Networking and mentorship have played crucial roles in their professional growth, providing valuable guidance and opportunities. As workplaces increasingly prioritise merit-based recognition and corporate initiatives for diversity and inclusion, women have been able to ascend based on their skills and achievements. Entrepreneurship opportunities have allowed women to chart their own paths to leadership.

Legal changes addressing gender discrimination, evolving cultural norms, and the resilience of women in facing challenges have all contributed to this transformative journey, highlighting the multifaceted factors propelling women from culinary roles to positions as CEOs and leaders in various fields."

She revealed, "A woman can stand out in the hotel industry by excelling in several key areas. Emotional intelligence, attention

to detail, and a dedication to fostering diversity and inclusion within the workplace further enhance a woman's standing, making her an invaluable asset in the ever-evolving landscape of the hotel industry."

Sarab declares, "Through sheer hard work and perseverance women have been able to seize opportunities for advancement. By breaking barriers, challenging norms, and leveraging their skills and talents, women have risen to the highest level, and this is something that needs to be celebrated and encouraged!"

She continues, "A woman can make an impact by continuously learning and adapting, and demonstrating resilience and leadership. It should be remembered that empowered women, empower women, so leaders who have carved a niche for themselves pave the way for equal opportunity for other women."

Sonale claims, "Women have risen to top positions in the hotel industry through hard work, determination, and seizing opportunities for growth. Many have

started at entry-level positions and worked their way up through dedication, acquiring skills, and pursuing education in hospitality management. Additionally, support from mentors, allies, and organizations committed to equality has played a significant role in their advancement.

She adds, "Women have had a profound impact on the progress of the hotel industry, driving innovations in guest experiences, sustainability practices, and employee engagement. Examples include women-led initiatives to promote local cultures through culinary experiences, implementing eco-friendly practices to reduce carbon footprints, and creating inclusive workplace policies that attract diverse talent."

Supreet declares, "There are several factors that can make a woman stand out in the hotel industry. By focusing on these key areas and leveraging their unique strengths and abilities, women can distinguish themselves as leaders, innovators, and influencers within the industry, driving success and making a meaningful impact on guests, colleagues, and organizations alike.

In a competitive and dynamic industry like hospitality, women have the opportunity to distinguish themselves by leveraging their unique strengths, skills, and attributes. By concentrating on these key factors that contribute to professional excellence, women can elevate their careers and make a lasting impact in the hotel industry."

She claims, "The hospitality industry thrives on diversity, innovation, and exceptional guest experiences. It stands to benefit significantly from having more women leaders at the helm. Women leaders often possess a high degree of creativity and adaptability, which are essential qualities in the ever-evolving hospitality landscape. They are adept at navigating challenges, embracing change, and finding innovative solutions to complex problems. In an industry where trends, technologies, and consumer preferences constantly shift, having women leaders who can drive creativity and adaptability is crucial for sustained success. It is time to recognize the invaluable contributions

of women leaders and empower them to lead the way towards a brighter future for the hospitality industry.”

Challenges

In 2022, on occasion of International Women’s Day, the world discussed equality between genders. The noticeable trend in the hospitality industry in India is gender equity, given the apparent preference for men in senior positions and women for more junior positions.

The Additional Director General of the Ministry of Tourism, Govt. of India, Ms. Rupinder Brar, on 10th March, launched a study on gender equity in India’s hospitality industry. The study revealed several prejudices and barriers to women aspiring for leadership roles.

So what are the factors adversely affecting more women from entering the hotel industry, and how can they be tackled to make them outstanding in their field?

Sonale declares, “Factors such as the absence of mentorship opportunities and

mobility limitations can discourage women from pursuing or advancing in the hotel industry. To address these challenges, we must adopt inclusive hiring practices, establish mentorship programs, offer flexible work arrangements, and provide leadership development opportunities tailored to the specific needs of women.”

She further adds, “Women can stand out in the hotel industry by demonstrating strong leadership skills, excellent communication abilities, a passion for hospitality, and a commitment to continuous learning. Being adaptable to change, and showcasing problem-solving abilities are also key factors for success.”

Supreet disclosed “Various factors, ranging from cultural norms to systemic biases, contribute to this disparity. By challenging gender stereotypes, providing mentorship and role models, expanding access to training and education, supporting work-life balance initiatives, and combating workplace discrimination, we can create a more inclusive and

welcoming environment where women can thrive and contribute their talents to the success of the hospitality industry. By addressing these challenges head-on and implementing targeted interventions, we can create a more inclusive and equitable hospitality sector.”

Seeta avers, “Gender stereotypes and biases persist, influencing perceptions about suitable roles for women in hospitality. Challenging these through awareness campaigns and showcasing successful women leaders can help reshape perspectives. The underrepresentation of women in leadership roles creates a discouraging environment. Balancing work and personal life poses a challenge, making it essential to implement family-friendly policies and flexible work arrangements.

The gender pay gap persists, requiring a commitment to equal pay through transparent salary structures. Limited opportunities for career advancement can be addressed by implementing fair promotion processes and offering

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professional development. Networking disparities can be mitigated by creating inclusive events and mentorship programs.

Combatting gender-based discrimination and harassment requires zero-tolerance policies and diversity training. Access to education and training can be improved through scholarship programs and partnerships with educational institutions. Challenging cultural norms through advocacy campaigns and fostering a supportive organisational culture that prioritises inclusivity and work-life balance are crucial steps in encouraging more women to pursue and thrive in hospitality careers."

Sarab opines, "I think factors such as gender bias, lack of mentorship, and work-life balance challenges can deter women from pursuing careers in hospitality. Addressing these issues requires proactive measures, including promoting diversity, providing mentorship programs, and implementing family-friendly, flexible policies to attract and retain talented women professionals. Building strong networks, continuously learning and adapting, and demonstrating resilience and leadership are key factors that elevate women's presence and influence in the industry."

The Future

The role of women in hospitality is increasingly pivotal in driving innovation and shaping the future of the industry. Women are playing an extremely significant role in managing and operating hotels as well as guest houses. It has often been found that they have a better understanding of the needs and preferences of their guests. One may ask what has been the effect of women on the hospitality industry and what is their future?

Seeta declares, "Women have made significant contributions to the progress of the hotel industry through their leadership, innovation, and commitment to customer satisfaction. Female hotel executives have introduced effective management strategies and promoted inclusive customer experiences, while women chefs have elevated culinary standards and brought creativity to hotel dining.

Women's influence extends to community engagement, social responsibility initiatives,

and entrepreneurship, fostering diversity and innovation within the industry. Their impact is evident in the enhancement of guest experiences, the promotion of sustainable practices, and the development of inclusive workplace cultures, shaping the future of hospitality."

Sarab states, "Women have significantly contributed to the progress of the hotel industry through innovation, customer-centric approaches, and inclusive leadership. From transforming dining experiences, driving sustainability initiatives, and pioneering new concepts and trends that shape the industry's evolution, they've done it all. A great example is Tarla Dalal, who has been a personal inspiration, and whose pioneering work revolutionised the Indian culinary world. Her influence continues to resonate across generations. Women like Dalal and so many other chefs like her, have transformed the hospitality landscape. Their vision, creativity, and dedication have propelled the industry forward, leaving an enduring legacy of excellence and inspiration for future generations of chefs."

Speaking about the future of women in the industry she says, "It is bright and very promising! With increased recognition, support, and opportunities, women will continue to thrive as leaders, innovators, and change-makers, shaping a more diverse, inclusive, and dynamic industry landscape for generations to come."

Sonale declared, "Women have had a profound impact on the progress of the hotel industry, driving innovations in guest experiences, sustainability practices, and employee engagement. Examples include women-led initiatives to promote local cultures through culinary experiences, implementing eco-friendly practices, and creating inclusive workplace policies that attract diverse talent. With increasing recognition of their contributions, more opportunities for leadership roles, and a growing focus on diversity and inclusion, we can expect to see a rise in women taking on executive positions and shaping the future of hospitality worldwide. I believe the future of women in the hospitality industry is bright and promising."

Supreet claims, "Women have played

a transformative role in shaping the evolution and progress of the hotel industry, contributing their talents, insights, and leadership to drive innovation, excellence, and inclusivity. From pioneering new concepts to championing sustainability and guest satisfaction, women have left an indelible mark on the hospitality landscape. Through their visionary leadership, entrepreneurial spirit, and commitment to excellence, women have propelled the hospitality industry forward, shaping its evolution and setting new standards for success. As the industry continues to evolve, the contributions of women will remain instrumental in driving progress, innovation, and positive change."

She adds, "The future of women in the hospitality industry is bright and full of opportunities for growth, innovation, and impact. With increasing recognition of their contributions, expanding opportunities for leadership and entrepreneurship, and a commitment to diversity and inclusivity, women will play a central role in shaping the future of the industry. By embracing opportunities, leveraging their unique strengths, and advocating for positive change, women will continue to drive progress and lead the hospitality industry towards a more inclusive, sustainable, and prosperous future."

Conclusion

Women have continued to play a crucial role in the hospitality industry. This has been evident from 18th and 19th centuries. Madame de Pompadour, mistress of King Louis XV of France, set the standard for luxury hospitality in the 18th century. In the early 20th century Marie Louise Ritz, wife of Cesar Ritz, a Swiss hotelier who established the Ritz-Carlton hotel chain, played a crucial role in the management and success of the hotels by overseeing daily operations, ensuring that every guest had a memorable experience.

Despite several challenges women have continued to leave a lasting impression on the success of the hospitality industry and it is expected that in future, International Women's Day, will continue to be marked by success of women in the hospitality industry. ■

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Women as Impactful Leaders in Hospitality!

By Sharmila Chand

The dynamic hospitality industry stands as a shining example of gender equality as more and more women are leading from the front in key positions. There has been a steady rise in the number of women in leadership roles, creating remarkable impact to the hospitality industry. They have been successful in fostering a more inclusive and varied working culture, balancing work and family life.

'The changing attitudes towards women in the hospitality industry represent a positive and progressive shift towards a more inclusive and equitable workplace,' is the opinion we get as we talk to some of the well known women in the industry. Here we share their thoughts and perceptions and realize how empowering women is such a vital step to ensure the growth and prosperity of the hospitality sector.

Current status of gender equality in the hospitality industry

Vaishali Momaya, General Manager, Operations (Gujarat), The Fern Hotels & Resorts

While there have been positive changes in the hospitality industry, some still doubt the efficiency of women in roles like Front Office, Housekeeping, and Food & Beverage. However, this perception largely depends on how companies set their policies and opportunities for career growth and promotions. When businesses ensure fairness and equality in these aspects, women have an opportunity to succeed in any department. It's about overcoming

biases and creating an environment where everyone has an equal chance to excel.

Amrita Ghosh, Director of Sales & Marketing, Holiday Inn Cochin

In our workplace, gender equality is a



"Throughout my career, I've been fortunate to work within organizations that foster an inclusive and supportive environment, regardless of gender. I've been blessed to have access to excellent mentors and colleagues who have helped me navigate challenges and grow professionally. In this regard, I haven't personally encountered significant barriers to my success or growth solely because of my gender"

Vaishali Momaya, General Manager, Operations (Gujarat), The Fern Hotels & Resorts

reality – everyone is treated with equal respect and opportunities, regardless of gender. This commitment to fairness and inclusivity creates a positive and supportive environment where all team members can thrive and contribute to their fullest potential.

Sheetal Singh, General Manager at GINGER Mumbai Airport

The status of gender equality in the hospitality industry has progressed over the years but it requires more attention. Currently, I work in the World's leading hotel brand, IHCL and would like to share that it is indeed a healthy environment where every employee is treated with immense respect and several opportunities, and a well-planned career progression is undertaken for women.

We have a dedicated campaign "She remains the Taj" as an important step towards fostering a culture that nurtures the women associates and partners and care for women guests. We have a commitment to having 25% participation from women in our workforce by 2025 with many key initiatives like a second career policy, sabbatical policy allowing women to pursue their aspirations beyond the workplace etc.

In the current scenario, any significant barrier for women in the Indian hospitality industry...

Tanu Singh, Associate Director Marketing Communications & PR, Signum Hotels and Resorts

The most significant barrier for women



"The hospitality industry is incredibly dynamic and rewarding, and I feel privileged to be a part of it. I believe that by embracing diversity, fostering a culture of inclusivity, and continuously striving for excellence, we can collectively shape a brighter future for our industry. Thank you for the insightful conversation!"

Amrita Ghosh, Director of Sales & Marketing, Holiday Inn Cochin

in the Indian hospitality industry is the limited availability of equal employment opportunities compared to their male counterparts. One key factor contributing to this barrier is the prevalent gender stereotypes and biases that influence hiring and promotion decisions within the industry.

Additionally, the lack of support systems and mentorship programs specifically tailored for women further hinders their professional growth and advancement in the hospitality sector. Addressing these challenges through proactive measures such as diversity initiatives, equal opportunity policies, and leadership development programs can help create a more inclusive and equitable environment for women in the Indian hospitality industry.

Amrita Ghosh, Director of Sales & Marketing, Holiday Inn Cochin

In the current scenario, with gender discrimination not being a significant issue in our industry, the most significant barrier

for women in the Indian hospitality industry could be the challenge of achieving work-life balance. While the industry is known for its demanding schedules and long hours, balancing work commitments with personal responsibilities can be particularly challenging for women, especially those with care giving responsibilities at home. Providing support systems such as flexible work arrangements and childcare facilities can help alleviate this barrier and enable women to thrive in their careers while managing their personal lives effectively.

Vaishali Sinha, Cluster Executive Housekeeper (West), Meluha The Fern, Powai, Mumbai

Earlier, one of the most significant barriers hindering women in the Indian hospitality industry was the prevalence of gender stereotypes and biases. However, in recent times, women in the Indian hospitality industry have adopted a multifaceted approach involving both individual initiatives and systemic transformations. They have established support networks within the industry to exchange experiences, provide mentorship, and champion each other's progression.

Additionally, women have committed themselves to honing their skills, expertise, and credentials to augment their competitiveness and credibility within the industry. Furthermore, women occupying leadership roles in the hospitality sector have emerged as exemplary figures, inspiring and mentoring other women to aspire to leadership positions. Women in the hospitality industry have successfully surmounted barriers through resilience, advocacy, mentorship, and organizational reforms.

Essential qualities that a woman leader in the Hospitality industry should possess to truly make an impact

Amrita Ghosh, Director of Sales & Marketing, Holiday Inn Cochin

I believe three essential qualities that a woman leader in the hospitality industry should possess to truly make an impact are resilience, empathy, and visionary



"As more women ascend to leadership positions within the hospitality sector, they serve as inspirational figures for the next generation of aspiring professionals. Through mentorship and advocacy, these trailblazers are paving the way for future female leaders, creating a supportive environment where talent and merit supersede gender biases".

Tanu Singh, Associate Director Marketing Communications & PR, Signum Hotels and Resorts

leadership.

'Resilience' - is crucial in our fast-paced industry, where challenges are inevitable. A leader must be able to navigate through adversity, maintain focus, and inspire our team to persevere towards our goals.

'Empathy' - is another key quality that drives success in hospitality. Understanding the needs and concerns of both guests and team members allows us to deliver exceptional service and create meaningful connections.

'Visionary leadership' - is essential for driving innovation and staying ahead in a competitive market. A leader with a clear vision can inspire others to strive for excellence, adapt to changing trends, and position our organization for long-term success.

By embodying these qualities, women leaders in the hospitality industry can make a significant impact, driving positive change and shaping the future of our industry."

Vaishali Sinha, Cluster Executive Housekeeper (West), Meluha The Fern, Powai, Mumbai

'Empathy & Emotional intelligence': Effective communication is essential for a woman leader to articulate her vision, build relationships with guests and team members, and foster a positive work environment.

'Resilience and Adaptability': The hospitality industry is dynamic and often presents challenges and obstacles. A woman leader should demonstrate resilience by remaining calm and composed under pressure, adapting to changing circumstances, and leading her team through uncertainty with confidence and positivity.

'Vision and Innovation': A woman leader in hospitality should possess vision and innovation to drive growth and success in her organization. This involves the ability to anticipate industry trends, identify opportunities for improvement, and implement creative solutions that enhance guest experiences, streamline operations, and differentiate her brand in the competitive market.

By embodying these qualities, a woman leader in the hospitality industry can truly make a significant and lasting impact on her organization, her team, and the guest experience."

Vaishali Momaya, General Manager, Operations (Gujarat), The Fern Hotels & Resorts

'A Positive Attitude': Having a positive

attitude is crucial in the hospitality industry because it not only leaves a good impression on customers but also helps you enjoy your work more and be more productive. When you approach your tasks with a positive mindset, it can improve customer interactions, boost team morale, and make even the most challenging situations more manageable. Positivity is contagious, and it can create a welcoming atmosphere that guests will appreciate.

'Time Management and Organization': Time management is essential in hospitality due to the unpredictable nature of the job. Every day presents new challenges and unexpected situations, making it crucial to adapt quickly and stay organized. Even though schedules may change frequently, having a well-organized plan can help you stay on track and prioritize tasks effectively. By managing your time efficiently, you can ensure that guests receive prompt service and that operations run smoothly, even in the face of unexpected events.

'Attention to Detail': Paying attention to detail is paramount for success in hospitality. It's not just about completing tasks; it's about doing them with precision and care. Whether it's setting up a table, preparing a room, or interacting with guests, even the smallest details can make a big difference in the overall experience. Developing a keen eye for detail requires dedication and practice, but it's what sets exceptional hospitality workers apart.



"Throughout my journey in the hospitality industry, I have encountered a few challenges that have tested my resolve as a female professional. However, I have always approached these barriers with a positive mindset and a determination to overcome them. I am grateful to be with the Fern Group of Hotels and Resorts, where I have been given opportunities to focus on my strengths, engage in continuous learning, and advocate for a more inclusive industry. I firmly believe that with dedication and perseverance, the landscape of the hospitality industry is evolving towards greater opportunities for success and growth for women."

Vaishali Sinha, Cluster Executive Housekeeper (West), Meluha The Fern, Powai, Mumbai



"Perhaps the most encouraging recent change in perceptions of women in India comes from their greater inclusion within the leadership positions. There was a time where this would have been seen as an impossible path for a woman to travel, but today the Indian hospitality world is seeing a consistent increase in female leaders."

Sheetal Singh, General Manager at GINGER Mumbai Airport

Tanu Singh, Associate Director Marketing Communications & PR, Signum Hotels and Resorts

To truly make an impact as a woman leader in the Hospitality industry, it is essential to possess three key qualities: Firstly, strong leadership skills are crucial for effectively guiding and inspiring a team in the fast-paced and customer-focused environment of the Hospitality industry.

Secondly, empathy and the ability to connect with both employees and guests on a personal level are invaluable traits that can set a woman leader apart.

Finally, adaptability and resilience are essential qualities, as the Hospitality industry often presents unexpected challenges that require quick thinking and flexibility. By embodying these qualities, a woman leader can effectively navigate the complexities of the industry and make a lasting impact. ■

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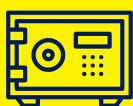
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Abrogating Attrition

One constant problem that has been incessantly proving a bothersome malady for the hospitality industry is the shortage and retention of skilled manpower, as this makes or mars the future of the property. Possessing innovative and problem-solving capabilities the workforce can add to the success of the hotel. Skills like patience, multitasking, positivity are a few of abilities which attribute to the success of the hotel as it helps in the hotel being able to provide excellent customer service in all circumstances. But shortage of skilled manpower has been a constant problem of the industry. **Ashok Malkani** delves on several aspects of the shortage and retention of employees.

Hospitality industry, where service excellence and guest satisfaction play an extremely significant role for a hotel’s success has been a constant stigma for the industry which is persistently beleaguered and plagued with the attrition problem. Retaining skilled labour has been a difficult proposition. According to the Bureau of Labour Statistics there was an annual employee turnover rate of more than 74.9% in 2018. This means more than 6% employees departed every month. The Skill Gap report by Ministry of Tourism states that the attrition rate in hospitality industry was high. The total employment and attrition rates, according to Skill Gap report, are as mentioned in the table:

It was believed the Covid pandemic, when several hotels curtailed employment,

would ease the problem, but did it do so or does the problem still exist?

Mahesh Khade, HR manager, Sayaji Pune, maintains, “Every hotel is facing shortage of skilled manpower. Branded hotels require quality people every year and this requirement is growing day by days. Most branded hotels in India today are severely underpowered. The gap between the sector’s requirements and its growth is humungous. It’s very alarming. There is about 40% - 50% attrition and there is a paucity of students entering the sector.

Poor compensation, increased workloads, lack of support and poor work-life balance are other issues in the industry. The average wages in the hospitality sector have traditionally been lower compared to other industries,

making it challenging to attract and retain talent, especially in a competitive job market. Despite efforts to increase wages, many hospitality workers still find themselves struggling to make ends meet, leading to high turnover rates.”

He states, “Tourism and hospitality industry was hit because of COVID 19 pandemic. Statistically, I find, a significant impact on the income and wage of individuals engaged in the tourism and hospitality industry in India. A loss of livelihood in tourism and hospitality led individuals to leave this industry and this has also resulted in discouraging future entrepreneurial activities due to heightened uncertainty. In many tourist destinations, several skilled employees who left the industry did not return.”

Purnima Kumari, HR Manager Courtyard

All Categories of Hospitality Establishment	Estimated Manpower Employed	Estimated Attrition (including Retirement)	Estimated Manpower Requirement (including Attrition)
2018	78,08,555	2,56,898	80,65,453
Estimated for 2022	95,44,738	3,32,921	98,77,659
Estimated for 2025	115,71,017	4,26,742	119,97,759

Marriott Pune Chakan, opines "Hotels have always grappled with shortage of skilled manpower, but it is one that can be overcome by investing in training and development programs. Skilled manpower are the pillars of the hotel industry."

Speaking about the effect of the pandemic, she disclosed, "The closure of hotels during the pandemic led to a decrease in the demand for workers. However, a lot of skilled resources moved onto other industries. As the hotels reached its pre Covid demand levels the shortage of skilled manpower became a bigger threat."

Srinivas Rao - Cluster Director Human Resources, Hilton Bangalore Embassy Golflinks Hilton and Hilton Garden Inn Manyata Business Park, says, "I can confirm that there is indeed a shortage of skilled manpower, particularly in departments such as F&B, kitchen, housekeeping, Reservations and Revenue. Post-pandemic challenges have intensified this shortage, leading to an estimated deficit of 25% to

35% in certain positions. To address this shortage, it is crucial for the industry to connect with Hotel Management Colleges as well as investing on skill development, training programs, internships, and other initiatives that can help bridge the skills gap."

He adds, "While it is true that some hotels did experience a temporary easing of the manpower shortage during the peak of the pandemic, the situation has evolved as the industry has begun its path to recovery. One of the challenges that the industry is currently facing is the rehiring of talented individuals who may have chosen to pursue alternative career paths. Many individuals are still apprehensive about the job security and growth prospects within the hospitality sector, resulting in a shortage of skilled manpower. Despite these challenges, the hospitality industry remains resilient and adaptable, and we are continuously working towards finding innovative solutions to address the manpower

shortage

Deepika Lohani, Director of Human Resources, Hotel Marriott Whitefield, affirms, "Indeed, the growing skill gap is a challenge in hospitality industry. The industry is extremely dynamic in nature and has seen significant transformation in recent years, emphasising on higher demand for trained professionals in every segment be it rooms division, culinary or services to cater to the guest's preferences."

She adds, "The closure of hotels during Covid-19 provided a temporary respite in manpower demand, but the shortage persisted. Moreover, pandemic-induced shifts in consumer behavior and operational requirements highlighted the ongoing necessity for adaptable and competent professionals. Thus, while closures provided a temporary reprieve, the overall manpower shortage in the hospitality sector remains an ongoing challenge."

Srivasta Allampalli, General Manager,



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Hyatt Place Jaipur, agreeing about the shortage of skilled labour states, "The extent varies, but it's generally high, impacting various sectors within the industry. While some hotels closed during Covid-19, it hasn't entirely eased the manpower shortage. The pandemic reshaped workforce dynamics, but the shortage persists in certain areas."

Rajiv Gandhi, HR Manager, Angsana Oasis Spa & Resort, is of the opinion that the manpower shortage depends on the location. He claims, "Hospitality has been going through a serious challenge post Covid. While the temporary closure of hotels during the COVID-19 may have provided a short-term respite from manpower shortages in the hospitality industry, the long-term impact depends on multiple factors such as the pace of recovery, changes in consumer behavior, and shifts in workforce dynamics."

Neha Kumari, Human Resources Manager, Hyatt Centric MG Road Bangalore, stressed, "The challenge of skilled labour shortage has become even more pronounced in the post-pandemic world, especially with hotels expanding by 20-25 percent. As the hotel industry rebounds from the pandemic, it is experiencing promising growth tempered by a shortage of skilled manpower. However, this situation presents an opportunity for innovative recruitment and training initiatives to cultivate a talented workforce capable of delivering exceptional guest experiences."

Sarbendra Sarkar, Founder & MD, Cygnett Hotels & Resorts, reveals, "The industry is facing over 60 per cent demand-supply gap in manpower with hotels expanding at the rate of 18 to 20 per cent per year. The shortage of skilled manpower is being noticed at each level of the hospitality sector."

Delving on the effect of the pandemic he said, "With reduced travel and tourism activity leading to decreased demand for labour during the pandemic, some hotels implemented layoffs, furloughs, or reduced work hours for employees. Additionally, the closure of hotels resulted in a larger pool of available talent in the job market as displaced workers sought employment

opportunities elsewhere. Hence, the industry is currently facing challenges in rehiring and retaining skilled employees as travel demand has rebounded strongly."

Ojas Vagal, Director of Human Resources, The Ritz-Carlton, Bangalore, declares, I would not say that there is a shortage of skilled workers, but I would say that there is an increase in demand which has led hotels to train and develop workforce for the future. The year 2023 saw a large number of hotels being opened across brands in India."

He adds, "The closure of hotels due to COVID-19 has not been received very kindly by a large number of youths who are looking to begin their careers or who are on the lookout for new opportunities. It spiked stability concerns among job seekers. On the other hand, the workforce that remained committed to hotel careers explored new opportunities with corporates."

Aditya Sanghi, CEO and Co-Founder, Hotelogix, avers, "The hotel industry worldwide is grappling with a critical shortage of skilled and qualified employees, with the deficit reaching up to 30% in some areas. This shortage is primarily due to the industry's long-standing issues with offering low wages, demanding long working hours, and failing to provide a satisfactory work-life balance. These conditions have significantly deterred the younger generation from pursuing careers in hospitality, exacerbating the labor crunch."

He adds, "The closure of hotels amid the COVID-19 crisis temporarily decreased the demand for staff within the sector. However, it didn't address or alleviate the pre-existing workforce shortages. In fact, the crisis intensified the challenge of staffing in various ways. As the pandemic unfolded, many hotel employees were either let go or placed on temporary leave, prompting many to reassess their professional choices and lean towards sectors offering more attractive compensation, benefits, and a better balance between work and personal life. This migration has posed a significant challenge for hotels in drawing in fresh talent as the demand for travel and

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Our Associates



**Mahesh Khade****Neha Kumari****Ojas Vagal****Purnima Kumari**

hospitality services rebounded.”

Annepaul Vemagiri, Head of Learning & Development, Atmosphere Core, avers, “I would say there is a shortage of highly trained staff. That said, there is no shortage of young people wishing a career in hospitality. The industry offers endless opportunities for “people” persons. Genuine hospitality comes from the heart, it’s a sub-conscious way of living your life putting others before yourself - hence our company ethos is ‘Joy of Giving’ – where we embrace heartfelt hospitality from all our associates.”

He adds, “The impact of Covid brought around a seismic shift in the employment landscape of hospitality across the world. This was mostly witnessed in Asia where we saw an exodus of Western hoteliers who sent the workers home to wait out the pandemic. This was a strategic move to assist in the financial recovery of hotels that literally lost millions of dollars to the point of almost closure, and some properties sadly didn’t manage to weather the devastating financial aftermath. The move to employ and train local talent has had an incredibly positive impact on Asian hospitality and we are seeing the growing trend of homegrown talent rising quickly through the ranks to senior management and General Manager positions.”

Shweta Singh, Human Care Manager, Chiranjeev Restaurant and Food Pvt Ltd, House of Malaka Spice, is also of the opinion that there is a shortage of skilled labour. “However,” she adds, “candidates nowadays know where they want to work and they choose jobs accordingly. For example, there are candidates who come to us and say that they have always wanted to work with Malaka Spice or a Southeast Asian cuisine restaurant and hence choose to work with us. So that makes the entire hiring process challenging, because candidates know what brands they want to work for, what cuisine restaurants they prefer, if they want to work in hotels or restaurants and the kind of role they would want to be hired for. At the House of Malaka Spice, though we do have a shortage of good quality managerial recruits, our attrition rate is 3-4% which is lower than the

industry standard.”

Speaking about the effect of pandemic, she says, “A lot of staff went back to their native place during the pandemic and chose not to come back and have now settled back home, started new small scale businesses or changed their industry altogether. Now 4 years after the pandemic, there is a boom in the number of restaurants coming up and the skilled labour available in the market has gone down. Also, newer restaurants, in an effort to retain staff, have increased the salary brackets and other perks thus leading to a lot of staff attrition and hiring competition amongst restaurants.”

Retaining & Training Manpower

The abrupt layoffs in the hospitality industry, during the pandemic, due to the curtailment in travel and tourism, has created an increased talent drain in the industry. Skilled and experienced workers, from front-line staff to chefs, sought alternate employment and several of them migrated to different sectors. The result is that the situation, which was already not very favourable for the industry before the pandemic, became more pronounced. The challenges faced by the industry; post COVID-19 are multifaceted. It has not only to retain manpower but also to train their staff. So how does the hospitality industry retain and train their manpower adequately to make the property a success?

Sarbendra avers, “Career development opportunities, work-life balance, and positive work culture are at the top of the list to retain and attract the best talent. Investing in the professional development of employees also helps foster loyalty, engagement, and a sense of belonging among staff, reducing attrition rates and cultivating a skilled workforce. We, at Cygnet Hotels & Resorts, strive to ensure that employees are our first asset and open communication, collaborative decision-making, and recognition programs are the tools we use to nurture a supportive environment where employees feel valued and motivated. The focus is to create an employee-oriented brand where we

are committed to giving a great working environment to all our employees.”

He adds, “In the ever-evolving hospitality industry, training and development play a crucial role and cannot be underestimated. Continuous training at organizations is one of the key factors to unlock success, ensuring exceptional service delivery, guest satisfaction, and sustained growth in a highly competitive market. In fact, as per research, 78% of people rank great quality service above all when selecting a hotel. Providing outstanding staff training ensures quality deliverables. There are many different trainings that hotels should focus on for example skills training especially cross-department knowledge to develop multitasking abilities, product training, technical training, behavioural development training and standard operating procedure training. Learning and development should also consider aspects like ethics and morality; attitude and behaviour; leadership and determination. Development isn’t restricted to training - it’s anything that helps a person to grow

in ability, skills, confidence, tolerance, commitment, initiative, interpersonal skills, understanding, self-control, motivation, and other skills.”

Deepika declares, “Manpower retention has become a pressing concern for organizations. The work force is now more concerned about advancement, growth opportunities outside domain, work-life balance. There is also a certain section of these workforce demanding for higher workplace diversity, sustainable footsteps. We, at Marriott, are constantly evolving ourselves and introducing best of career practices like, opportunities for being SME (subject matter expert) through our program of Integrated Jobs (iJobs), career growth across country and even globally to our sister Marriott properties. For potential managers we have robust training program like Emerging Leadership Plan and Future Forward Talent. We are pioneers in the industry to introduce Life on Time (LoT), which emphasis on work life balance. By offering overtime pay under LoT, we

acknowledge and respect the time and effort that associates contribute beyond their regular schedules.”

Shweta states, “Whenever there is a manpower shortage, the general tendency is to increase salary and perks for the employees in an effort to retain them. However, here, at the House of Malaka Spice, apart from the monetary benefits, our crew gets constant trainings, skill upgradation, a set growth plan for every individual and a very involved Human Care department that knows the personal and professional details of every crew member. Apart from this, our crew participates in various engagement activities, meditation sessions and our open door policy ensures that all crew issues and grievances, if any, are addressed in a timely manner.

In the orientation programme, our new employees are taken through the organisation’s DNA and our mission statement where our crew comes first! Our commitment lies in generating employment and nurturing the capabilities of our crew, ensuring their journey towards

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prosperity and thereby contributing to a sustainable ecosystem while also ensuring that we manage to impact the lives of our guests in a thoughtful way. To summarise the response, at the House of Malaka Spice, we believe in ‘Samasta Janakalyane Nirantaram’ which means highest good for the maximum people for the longest period of time. Hence, we have some crew who have been a part of our family for more than 2 decades, while our first ever employee who was hired in 1997 continues to work for us even today!”

She maintains, “Training is an extremely important part of every crew’s journey at the House of Malaka Spice. Every crew member has a master training tracker sheet, which has his/ her entire list of trainings that he/she has undergone or has to undergo and the overall growth plan of that employee. Our crew are given skill based trainings, partake in certification courses through external agencies and also get the opportunity to attend industry specific sessions online and offline. Every month, our Learning and Development team sends out an email for training requirements of the crew and a planned training calendar is sent out to the entire crew at all our locations.”

Srinivas Rao informs, “At Hilton, we understand the importance of retaining our talented employees and have implemented several strategies to address this issue. One of the key initiatives we have launched is our new reward and recognition program, which includes STAR Rewards & Recognition Programme for all our Team Member for outstanding performance at all levels.

The other programmes are: Catch Me at my Best, Diversity & Inclusions and Women @ Hilton. We also have another great initiative “Thrive Sabbatical and Thrive Reset” which gives Team Members the opportunity to take time off to live a dream by pursuing a passion, Besides these and several other initiatives we also offer opportunities for internal transfers and mobility, as well as regular performance reviews every six months or quarterly, with promotions and raises for top performers.”

Neha asserts, “With a shortage of manpower, the work pressure can be overwhelming for our present employees. However, retention is key when it comes to sustaining our manpower. We, at Hyatt Hotels, focus on creating an immersive onboarding process, providing regular trainings, and fostering employee engagement.”

She adds, “Hotel Industry heavily relies on special skills and unique talents as it is a very niche industry hence that is one of the deciding factors when it comes to investing in manpower in this sector. As a skill intrusive industry, we understand the importance of having added specialized expertise and distinct capabilities hence we, at Hyatt, conduct skills- based trainings in order to enhance the productivity and confidence of the associates.”

Ojas disclosed, “Today, a large number of associates, disassociating themselves from a property are those who have a work tenure of less than 90 days at the property. Thus creating an onboarding experience that is engaging and personalized has never been more important. Well, planned and leadership driven strategic orientation to the job description helps the associates settle in and move from learning to the performing stage at a faster pace.

We invest in the training and development of our associates as it gives them the guidance, ability, and confidence to perform at the highest level. The training programs at our hotel are personalized on the basis of the analysis study conducted by the Learning and Development Manager along with the certified departmental trainers of The Ritz-Carlton, Bangalore.”

Mahesh disclosed, “Due to manpower shortages, existing employees often bear the burden of additional responsibilities. Increased workloads can lead to employee burnout, reduced job satisfaction, and higher turnover rates. The negative impact on employee well-being can undermine organisational stability and productivity. Implementing a well thought out employee retention strategy can improve retention rates and reduce

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recruitment costs significantly. Investing time in building relationships with your employees will increase loyalty and create a happier team overall. People are more likely to stay in a job which offers career prospects. Showing you're willing to invest in them and their future is a proven employee retention strategy."

He adds, "As far as training is concerned, since Sayaji Hotels brand strives to provide high-quality service, operational efficiency and maximum revenue, our focus is always on providing training of extremely high quality. According to the LinkedIn Workplace Learning Report 2023, the skill sets needed for jobs have changed by around 25% since 2015. By 2027, that number is expected to double. We have designed different types of Training program to train our team members and always equip them with necessary knowledge, skills, and competencies to perform their role effectively."

Srivasta Allampalli says, "Retaining manpower is challenging amidst shortages. Hotels can enhance retention through competitive benefits, career growth opportunities, and fostering a positive work culture. Hyatt Place Jaipur prioritizes ongoing training to equip our team with the skills crucial for hotel success."

Purnima affirms, "Shortage of manpower can make it difficult to retain manpower. This is because when there is a shortage of workers, employees have more options and can be more selective about where they work. Hotels can retain manpower by offering competitive wages and benefits, creating a positive work environment, offering opportunities for advancement, offering skill enhancement opportunities."

She asserts, "Working in hotels requires a diverse set of skills to ensure the smooth operation of the establishment and provide high levels of service to guests. Hotels continue to develop & upgrade self-paced & instructor based learning courses for associates to hone their skills."

Aditya, while condescending to the general concept that hospitality industry faces manpower shortage, asserts, "The challenge isn't just to fill positions but

to make staff feel valued, supported, and motivated to stay. Here are several strategies to enhance staff retention:

Offering competitive compensation and benefits: This is fundamental. However, beyond basic pay, benefits like health insurance, retirement plans, paid leave, wellness programs, safety measures, etc., can distinguish a hotel as an employer of choice.

Ensuring work-life balance: Supporting a balance between work and personal life by introducing flexible work schedules and advocating for regular breaks and holiday time can significantly revitalize staff. This approach not only diminishes the risk of job fatigue but also nurtures a strong sense of loyalty and dedication over time.

Promoting existing employees: In today's competitive environment, retaining seasoned, existing, and well-trained staff members is more crucial than ever. These individuals are deeply familiar with hotel standards, guest expectations, and SOPs. Extending an array of incentives—from further professional development and training opportunities to financial rewards, the option for flexible work schedules, or increased vacation time for those with extended service—is also essential.

Leveraging technology: It's crucial to prioritize efficiency and accuracy in hotel operations. Implementing a suite of technological solutions, including a cloud-based property management system (PMS), channel manager, booking engine, revenue management system, accounting software, virtual concierge, and others, can automate routine processes and minimize mistakes. These tools enhance department-wide collaboration by providing a real-time dashboard of key performance indicators (KPIs). The goal is to alleviate staff burnout by simplifying and automating repetitive, non-productive, and error-prone tasks.

Rajiv states, "Hotels can retain manpower by implementing strategies such as competitive compensation & benefits, career development opportunities, R&R, work-life balance, optimistic work environment, investing in employee well-being & building a strong

company culture. These initiatives help create a supportive and engaging work environment that encourages employees to stay with the organization for the long term, even in the face of manpower shortages.

At Angsana Oasis Spa & Resort we recognise the importance of equipping our staff with the necessary skills to deliver exceptional service and contribute to the success of our hotel. We invest in comprehensive training programs that cover areas such as customer service, product knowledge, technical skills, health and safety, and revenue generation.

Annepaul says, "Businesses today have to go beyond the paycheck when it comes to staff retention. We, at Atmosphere Core, take staff Learning & Development very seriously, with a focus on skill development and mentoring. We send our colleagues to other departments for cross training which eventually equips them for multi-tasking. Atmosphere Core truly believes in Training & Developing its most dynamic resource that is People.

We have curated trainings as per individual and business needs. We believe that training is essential, and we abide by the orthodox teaching that training starts from day one. Having said that, we ensure that every colleague who joins our company is imparted with the information which is required for them to stand confidently in their workplace. At Atmosphere, training starts from on boarding, wherein a colleague is shared with a soft copy of the handbook. This handbook comprises of information about the country they would be travelling to."

Shortage of adequate manpower and retention of the same has been a constant problem. Getting the right employees, training them and retaining them is a constant problem of the industry. Besides the various aspects discussed in this article, there are several other aspects like changing work patterns post COVID-19, advancement opportunities for employees in the industry, seasonal demand fluctuations in the industry, future of hospitality hiring, etc. which will be discussed in the next issue. ■



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Running F&B Operations

Heading the F&B department of a hotel successfully is both exciting as well as challenging. It becomes evident that running an F&B operation is not a smooth sailing business at all. It takes great organisation skills, and consistent hard work; often involving 24x7 engagement to successfully run a F&B business. One has to have the skills of putting every resource in the right place to one's advantage so that the F&B business can bring in more customers and, hence, result in greater profits.

Managing Matters

As expected, in the realm of F&B, work pressure is indeed high. One needs to balance it well. For time and task it is the guest first. There is no room for the attitude of keeping aside pending jobs,

no room for detached approach and no saying 'No' to the guests' needs. However, for stress relief one should allocate at least half an hour for workouts daily.

It is not always a cakewalk to establish a profit making F&B unit. One of the many challenges faced at various levels is the dichotomy when a certain unit is witnessing a constant traffic of patrons but is unable to reap the expected profits. The burgeoning numbers are not always the sign of a successful F&B outlet, there are different attributes and subtleties that need to be orchestrated to create an F&B unit that is both popular as well as beneficial.

In operations, dealing with a seemingly difficult & unforeseen situation at work is a daily affair for a professional and it is no different at any happening place.

One has to be always on the toes as something interesting or the other keeps on happening.

However, challenges are part of the enjoyment for a die-hard professional player. All this actually gives thrill to few and making their work even more interesting. They in fact take challenges as a part of the job and each time they come across a seemingly difficult task and accomplish it, they get sense of satisfaction that is comparable to none.

Having said that, it is very important to manage time and stress as it gives a sense of control and confidence. And how does one do that in the frantic environment of F&B operations, on a day-to-day basis?

Maintaining a 'To Do' list and planning each day by prioritising the task, managing commitments, avoiding procrastination,

delegating work, anticipating and being prepared, avoiding distractions and learning to say 'No' when necessary, concentrating on results rather than the activity, together helps in managing our time and stress, effectively.

Qualities to Counter Challenges

The ability to seamlessly manage the day-to-day operations of the several departments that form the F&B business unit, and the ability to maintain F&B outlets compliant with both internal standards and external regulations, and to manage the influence of unions in a non-confrontational way are the attributes that a successful F&B Manager in a hotel should have.

There are various challenges faced in different F&B units, depending on the mercurial conditions of the markets. The successful F&B Manager needs the ability to gauge the pulse of industry trends and make the overall F&B business unit profitable. She/he must also have the ability to improve customers' satisfaction and increase their loyalty, along with the ability to improve staff performance and their motivation.

Continually upgrading the products and services to match the competition and growing guest's demands is a foremost challenge of the F&B unit. Every guest comes with different expectations based upon her/his previous experience/s or the stories she/he has heard. The challenge lies in understanding what guest wants and then exceeding her/his expectations.

Also staff retention, maintaining supply chain, and having limited time for your personal life are other challenges for a successful F&B Manager, which she/he needs to overcome. Countering such multiple challenges has its flip side too. In the service industry it is very difficult to manage your schedule your way and your personal life becomes unplanned.

An F&B Manager needs to be consistent in meeting guests' expectations, should have good operational skills, and have an innovative thought process. Besides these, a successful he/she needs to successfully overcome the challenge of being cost-effective and profitable at the same time,

to constantly enhance guest satisfaction without affecting bottom lines.

Thus in order to run an F&B outlet successfully one needs to work well under pressure and be organised, flexible, creative and self-motivated. At the same time, the person running the show must possess high energy, entrepreneurial spirit, and should be a motivational leader, effective communicator and be effective in providing exceptional customer service.

Furthermore, true desire to understand and anticipate the needs of others in a fast-paced environment is most important. Also one needs to have loyal, smart and knowledgeable associates to successfully manage the F&B show.

Managing Food Cost

Food costs play major role in any F&B unit success or failure and is one of the major challenges faced by the F&B Managers. For example, it is wonderful to have foie gras in the menu, but think twice (or more) if it has a chance of affecting profits. Without making a careful consideration of food costs, perhaps no outlet (which include restaurants in hotels, of course) can have enduring success in the business. With more precise food cost management, one can eliminate or at least reduce excess inventory and decrease waste, thereby increasing margins and business growth.

Food cost surely is one of the high costs in any F&B operations. COGS (Cost of Goods Sold) is a key calculation whenever fixing price of dishes on the menu. All the elements like procuring costs, stocking costs and preparing costs are added to reach the final figure, which is called the food cost of any item. The formula for calculating total food cost of a restaurant is simple – net food purchases divided by net food sales (here net means after the change in inventory).

F&B Manager has to put many measures together to help in maintaining the food costs in commercial F&B operations. For example, constantly checking the inventory to ensure minimum wastage, maintaining standardisation of recipes and portion size and consistently delivering on the standards, training Chefs on a continual basis to manage food storage

and process like FIFO (first in first out), and through pricing the menu items based on their production costs.

Controlled store requisition, keeping the perishable food items at the right temperature so that their shelf lives are not compromised, ensuring FIFO for all perishable items, controlling the portion size of the dish, establishing yields of the recipes and checking they are being achieved though production, minimising waste in the kitchen and tracking of waste, organising the storage room and keeping inventory to a minimum, and by ensuring stock rotation to avoid spoilage are some of the effective ways to manage food costs.

Right ordering is essential for keeping the food costs in check. Following standard recipes, which includes standard portion and sizes for vegetables, meats, cheese, etc. is important.

Training and briefing the employees to care about the food costs and placing food orders as per the requirement are important steps to keep the food costs in check. Do not overproduce. This will serve many purposes; it will save costs, facilitate presenting fresh products to the guests and will entail less wastage/spoilage.

Loving the Challenges

Nevertheless, the F&B honchos, if given a second chance, will choose the same department to work. They thoroughly enjoy every moment of their job, which helps them motivate through the challenging tasks or stressful situations.

Being a foodie at heart it becomes easier for them not simply to understand the needs of the customers but also the protocol that needs to be followed when offering products to them. They learn to keep a balance between work and personal life. It is necessary to take a break and managing to find time for indulging in small things, thus making the job of running an F&B unit non monotonous.

There is an added advantage of the profession. Besides the opportunity to taste the best of food & beverage options around, being a people's man one enjoys meeting with some of the top shots and inspirational people around, which this job provides as an opportunity. ■



A Tranquil Paradise! Radisson Hotel Jass Khajuraho

By Sharmila Chand

Sprawling in six acres in the midst of the vast open countryside with gentle undulating landscape and clean, fresh unpolluted air, Radisson Hotel Jass Khajuraho is a perfect union of classic design with subtle elegance. Strategically located within five kilometers of the Khajuraho airport, the hotel epitomizes five-star facilities, luxury, and comfort. The property offers unmatched service complemented by a wide array of world class facilities.

Accommodation

The hotels rooms and suites are well designed with very pleasing interiors, a perfect blend of traditional décor and modern world class facilities.

Deluxe Room

A balcony with garden or pool views provides a great place to enjoy coffee or a nightcap in the deluxe room with one king, one queen, or two twin beds. A minibar and coffeemaker enable you to savor your favorite drinks, and a 50 inch LCD TV provides entertainment. With a mobile desk and ottoman, you can create a comfortable spot if you need to work.

Deluxe Suite

Live in luxury and style as you make a

special occasion even more memorable in a deluxe suite with a whirlpool tub and king bed. Lounge in the living room with a cocktail from the room's private bar, or chill out on the balcony with a garden or pool view. With a 50 -inch plasma TV and room service, you can stay in for a movie night. In addition to all deluxe room amenities, this suite offers a walk-in closet and a dining area. A perfect example of luxury and comfort.

Business Class Room

Business Class rooms feature a king bed and upgraded amenities specifically designed with business travelers in mind.

Besides complimentary breakfast, the guests also get a complimentary drink voucher every evening, and 1000 bonus Radisson Rewards per night. These rooms radiate urban style and sophistication.

Dining

The all day dining 'Temple Café' is your go to place for any cuisine you wish to savour. The chef and his team are more than happy to customize meals for the guests as per their specific requirements. Breakfast, lunch and dinner buffets are very lavish and sumptuous here besides of course, the option of ordering





from Ala Carte menu.

Do not miss stopping by at the Pulse Bar. With delightful interiors, comfortable seating, grab a table by the window, and enjoy your drink over conversations or watching TV.

If you are bored of regular restaurant ambience, you can pay a visit to the fine dining, village style dining area called 'Temple Dhaba' – a place meant for an exclusive experience. Designed like a typical village with huts, the food served here is 'Bundeli Cuisine'. Guests love to relish local flavours with cooking done on live chullahs and various healthy millets.

Kitchen Organic Garden

Be a part of 'Farm To Table Concept' here. Hop on to the lovely Organic Garden with herbs, fruits, veggies, growing with care without any kind of pesticide. 'Pick your choice of vegetable and let chefs rustle up the dishes the way you want. Sustainability is the core practice so wonderfully followed.

Meetings and Events

Whether you're looking for an elegant indoor venue for a business conference or a picturesque outdoor area for a wedding reception, Radisson Jass Khajuraho has the perfect meeting space for you. The flexible Apsara Hall can accommodate up to 550 guests or can be divided into two rooms for smaller events. Reserve the expansive poolside lawn, surrounded by lush greenery, to celebrate a special occasion with up to 800 guests.

The hotel's events team is well experienced in planning all kinds of events meticulously. Whether it's a traditional Indian village theme or garden event, the team looks into



"Experience the classic grandeur of one of the finest luxury hotels in Khajuraho as you bask in the beauty of well manicured lush gardens and outdoor pool. Strategically located close to the UNESCO World Heritage temples, nestled in six acres, Hotel Radisson Jass Khajuraho is a paradise, indeed a class apart known for its unmatched hospitality and international facilities. Whether it's the regional or world cuisine, our chefs specialize in offering the best culinary experiences."

Vikas Kapoor, Vice President, Operations, Radisson Khajuraho & Radisson Shimla

the details and deliver results with warmth and care.

Entertainment

The dedicated Recreational Centre at the lobby level is the hub where guests love to engage in a variety of board games, not to miss a round at the impressive Billiards table. What catches the fancy of most guests is the revival of traditional 'Bundeli games' available here which are surely very popular, making the fun time truly memorable. Also, there are music and puppet shows by local musicians which are again very popular.

Temple Spa, Outdoor Pool and Fitness Centre

After the daylong excursions, especially an exciting Jeep safari through the National Park, schedule a pampering massage or a beauty treatment at the on-site Temple Spa. With several holistic treatments, the Spa is truly a Haven of peace and tranquility, beautifully designed with waterfall and lush greenery.

After the Spa, laze around, read a book, have your beverage by the serene outdoor pool surrounded by beautifully manicured gardens - an ideal place for your ME time.

For fitness freaks, the gym is well equipped with modern gadgets and has very pleasing interiors for a warm welcome.

To conclude

When you make Radisson Hotel Khajuraho your abode, you are in the company of in-house birds as they are happy to be with you while you enjoy the sound of silence at the peaceful green paradise.

“My Name Defines Me the Best, ‘Victory’ ”

Vijaya, Hotel Operations Manager, Radisson Hotel Jass Khajuraho



Meet Vijaya, the skilled Operations Manager of Hotel Radisson Jass Khajuraho. Since September 2021, she has been leading the beautiful hotel with passion and utmost dedication. With a wealth of experience and a heart full of hospitality, Vijaya ensures that Hotel Radisson Khajuraho offers an unforgettable experience to every guest.

Vijaya brings with her 18 years of experience in hospitality sector with maximum tenure with Radisson hotel group. Currently she is Operations Head at Radisson Jass hotel Khajuraho. “You don’t build a business, you build people and then people build the business” is her firm belief. She started her career in 2005 from Radisson Shimla and ever since then has been contributing her bit to this marvelous industry. Vijaya is from one of the exceptional Operations heads who have risen from the field of hotel human resources & entered hotel

operations and made a mark. She opines that hotel industry is similar to defence services where discipline, service with a smile and integrity are of utmost standing.

Apart from this she has taken ample initiatives to make both the G20 Summit events a success at Radisson Jass Khajuraho and also initiatives towards sustainability.

In an exclusive interview with **Sharmila Chand**, she talks about her work philosophy and more....

What is the USP of your property?

We have grown to become one of the most dynamic hotel groups in the town with a powerful set of brands that deliver world class hospitality and excellent service. At Radisson Hotel Group we never stop searching for new ways to serve our guests, provide opportunities for our owners and business partners. The beautiful swimming pool resting in the lush green garden seems a visual as well delight to your mind & soul. Early morning & evening the gentle calls of birds & jumping of squirrels is also a glee of enjoyment for nature lovers.

The Temple Spa is a nirvana to one’s soul... the waterfall in the spa adds to the ambience and the skilled masseurs’ treatments provide peace & harmony to your body and mind. Radisson Khajuraho is situated on nine acres land with gentle undulating landscape and clean, fresh unpolluted air. The hotel offers unmatched quality complemented by a

wide array of world class facilities. Nature has bestowed its fullest possible gifts on Radisson Hotel Khajuraho with beautiful lush green ambience. In fact, the unique experiences of this property attract the guests again and again.

Tell us about the green initiatives the hotel has taken?

As a Responsible business hotel Radisson Khajuraho is self driven for the green initiatives. Such as an organic vegetable garden with varieties of vegetables & herbs for the guests & the best practice of ‘pick own vegetable’. Our village style temple dhaba where we give the feel of local ‘feel the local’ our chefs make authentic bundeli food which is served in terra cotta pottery utensils.

The S.T.P plant for the grey water recycling. The underground water well that serves well to our lush green gardens. Our

water faucets have 50% air & 50% water to save water. Linen reuse, green housekeeping. Making of natural manure from the green waste for our gardens.

What are the sustainable processes your property has adopted?

At Radisson Hotel Group, we are driven by our Responsible Business pillars Think People, Think Community, Think Planet. Our guests and partners want to protect the planet. So do we. Hotel Sustainability Basics is driven by a global collection of hotel groups, associations and destinations, with a vision and commitment, to creating a more sustainable hotel industry. We believe in reducing our environmental footprint, supporting our local communities and promoting inclusion and equality within our teams. A better future, and a better planet for all, is at the heart of what the program aims to achieve.

A lot many best practices are being followed at Radisson Khajuraho, the Hotel Sustainability Basics criteria includes reducing energy, water use, waste and carbon emissions. We operate a linen reuse program, use green cleaning products and offer vegetarian options on all food menus. Our aim is to move away from plastic straws or single-use plastic water bottles and planning for our own RO bottling plant. We support our communities, and promote inclusion and equality, within our teams. This is our basic commitment, supported with a positive mindset to continually include more sustainable practices.

What is your marketing strategy to promote the property?

Radisson Hotel Khajuraho uses a combination of several marketing strategies to promote its product. Yes I Can! is a training program focused on guest satisfaction. It is a type of Internal Marketing Strategy (or Relationship Marketing) wherein the hotel's front-line service employees are trained on how they can serve their customers to the best of their abilities. It aims to achieve 100% Guest Satisfaction. Not only this, it also believes in individual attention and relating with its customers on personal level.

In line with this strategy is its word of mouth promotion strategy. Radisson believes that if its guests are satisfied and happy, they will spread positive word of mouth and will, in indirect way, act as agents of the company promoting it. Needless to mention, it also offers to its regular patrons coupons for upgradation to reward their loyalty. Last but not the least is the tie-ups it has with numerous travel agents and offers incentives to increase its customer base. In this manner it attracts, retains and increases the count of its regular and loyal and potential patrons.

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of Radisson Hotels.

People: Radisson is a premium hotel chain and hence focuses on people experience. In a service industry the employees play a vital role in the success of the business. They are the face of the organisation. The touch points, highs and lows determine the extent to which the organisation is able to achieve

its goal. Through Yes I Can!, it not only trains its employees to enhance the delivery of service but also inculcates in them sense of ownership. Its customers also interact with the agents which have tie-up with the brand interact with the guests on personal level and thus play an important role in adding to the brand value of the company.

Process: The buying exposure of those visiting the hotel starts right from the point when a room is booked. As everything is getting digitalised at a great pace, so is the booking system at Radisson Hotels. The target segment, which comprises of upper segment of people, now prefer to make bookings online or via agent and the offline booking is somewhere going behind the scene. Radisson Hotels has a dedicated team of digital specialists which creates innovative channel campaign and shares relevant news. Then comes the actual utilisation of the service, i.e., check in at the hotel. The valet parking facility is available at the entry. Then comes the reception counter where the entry is made, then going to the room, living for the certain period and then check out. This is well managed by the front-line employees and by those who have tie-ups with the brand. It is made sure that customers are satisfied fully through its services.

Physical Evidence: As the Radisson brand falls in the premium category and is perceived as conferring high status to its customers, it accordingly has the infrastructure at all its service offering centres. From the point of entry to the point of exit, it has well furnished rooms, technologically advanced equipment, premium range of products, clean and fresh environment and ambience in accordance with the needs and purpose of booking. Say, for a Board Room Meeting, the set up is different and for a Birthday Party, the setup is different. Hence this completes the marketing mix of Radisson Hotels. Its tagline is "Hotels That Love to Say Yes!" (to all) which is in line with its vision of being one of the top three hotel companies in the world and of course for its guests, owners and investors. It sees its offering as a power to create between people and communities meaningful connections and mutual understanding.

What do you enjoy most about being at the helm of affairs at the hotel?

I am fortunate to have both my management companies - the Radisson Group and B.D.K group to allow me to be as creative & innovative as I can be. At the helm of affairs, I have ample opportunities to implement the best practices for our worthy guests, business partners, my wonderful team, not to forget, the environment and society. Lastly, I am happy I can contribute my share of insights & experiences to improvise and achieve a sense of satisfaction.

What has been the most rewarding moment in your career?

To be able to lead a hotel team as the Operations Head, in a place like Khajuraho where you don't get to see women in this position, is certainly the most rewarding break in my career.

So I'm thankful to my seniors for vesting their faith in me and my abilities.

How do you de-stress?

My work is my passion, my family, my pets - rather I never feel stressed. Rather I take stress as a positive sign as I always remember the verse from famous poem 'The Edge' by Christopher Logue

'Come to the edge, we might fall.

Come to the edge, it's too high!

Come To The Edge!

And they came and he pushed

And they flew.'

So the pressures that I may have faced made me fly.

What is your working Mantra, your guiding philosophy in work?

I firmly believe in this statement 'Your duty is to do & die and not to question Why?' I am in hospitality industry which comes second in discipline after the Defence, it is our duty to serve our guests with smile & serve them with 'Yes I Can' spirit and never question them why.

Advice you would like to give youngsters aspiring to excel in Hospitality?

Never ever give up and soar higher & higher like the eagles.

OPTIMIZING BUSINESS OPERATIONS

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LARGE BENEFITS OF TINY HOMES FOR HOTELS

Loom Crafts is an Indian Steel Building company specialising in designing and manufacturing of Prefabricated Steel Framed Buildings. It has recently tied up with a German company for technical support to manufacture 'Tiny Home' in India. The tiny home is a small factory made home, made of steel, mostly built on a road trailer. It can therefore be moved at any time and does not require a permit to build. These homes are available with wheels on a trailer or without the wheels which can be placed directly on pre-casted foundations.

Tiny Homes are best suited for - small Farm Houses on remote locations, Hotels & Resorts, Camping Getaways, Wedding Venues, Retreat Venues, and no Construction Zones. The tiny home concept was born in the United States about twenty years ago.

Tiny home hotels offer a more intimate experience with their environment than traditional hotels for the same price. Tiny home hotels contain homes under 400 square feet. Many tiny home hotels offer features of a traditional hotel: they can sleep 5+ people, have Wi-Fi/cable, have an outdoor deck/grill, and have a full bathroom/kitchen.



In addition, tiny home hotels can be formed on a smaller level. One of the great things about tiny home hotels is that it's very easy to expand capacity. As long as there is land and electricity/ water available, tiny home hotels can add more units whenever they wish.

The location of tiny home hotel may be a biggest selling point. Many customers decide to stay in a tiny home because they're looking to disconnect and spend time outdoors. By choosing a location that is close to activities like hiking or swimming, ensures guests have great time while they're on vacation.

As Tiny Homes are on wheels, thus they don't need any fixed foundations / plinth, making them possible to be placed on any Construction Restricted Zones. There are no laws to govern the Tiny Homes in India, which means they can be just parked on the land without any on site construction. Be it next to the beach or a river, hills or mountains, jungle retreat, tiny homes are best suited for any location or site.

The team also offers facilitating tools for self-builders. In our little homes, nothing is left to chance. The alliance between comfort, functionality, well-being and eco-responsibility is our priority.

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“I Am Passionate About Seeking Growth and Challenges to Make a Positive Impact”

Satyajeet Gopal, Vice President-Operations, The Clark's, Varanasi



A seasoned hospitality professional, Satyajeet Gopal is currently holding a position as the Vice President - Operations at The Clarks, Varanasi. With a Diploma in Hotel Management earned from IHM Ahmedabad in 1993, Satyajeet has amassed a wealth of experience throughout his career, predominantly within esteemed establishments such as Hyatt and Radisson Hotel Group. His professional journey spans diverse roles, allowing him to cultivate a deep understanding of the industry's intricacies. At the forefront of his expertise are strategic initiatives aimed at enhancing revenue streams, streamlining operational costs, and elevating guest satisfaction.

A pivotal aspect of Satyajeet's role involves talent development and management. Recognizing the importance of nurturing skilled professionals within the organization, as well as fostering relationships with industry talent, he actively engages in initiatives aimed at grooming future leaders in hospitality. His commitment to talent cultivation extends beyond organizational boundaries, as he actively seeks to contribute to the growth of the hospitality sector in India. Satyajeet's leadership style is characterized by a blend of vision, empathy, and

strategic acumen. He thrives on challenges, viewing them as opportunities for growth and innovation. His dedication to excellence and his passion for hospitality have earned him respect and admiration within the industry.

In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more....

What is the USP of your property?

“Home away from Home” is the USP for my hotel with experienced team members offering warm hospitality, comfortable accommodation, homely dining experience, relaxing common areas & personalized services.

What are the green initiatives the hotel has taken?

Use of energy-saving lighting & air conditioning plants, waste reduction & recycling by composting of garden waste, rain-water harvesting and running in-house linen & towel-reuse program.

Tell us about the sustainable processes in your property.

Apart from other initiatives, we have already been using Sewage treatment plant to reduce our ground water extraction and using the same for gardening purposes. We are also now in the process of installing solar energy panels and PNG to reduce our dependency on fossil fuels and carbon emissions.

Marketing strategy you have adopted to promote your property.

Online presence through website, SEO & reputation management apart from working closely with OTAs. Sending e-mailers & offering attractive packages also influence our potential guests' booking decisions.

What distinguishes your property from others in the same bracket?

The location of our hotel is exceptionally advantageous, boasting a magnificent facade set amidst the tranquil surroundings of Varanasi Cantonment area.

What are the “differentiating Factor” of your F&B outlets.

Tailor-made menu items to meet specific dietary needs of our guests.

Digital menus and online ordering option for all our guests, and Personalized services.

Future plans and new initiatives you wish to undertake in your property.

Restructuring/addition of guest facilities such as Banquet Halls, Rooms, an all weather swimming pool and SPA combining sustainable eco-friendly practices. Renovation and refurbishing of some areas is an ongoing exercise. We are even working on treating Sewage Water to another level to feed in the cooling tower for air conditioning purposes thus reducing water extraction. New Banquet Halls complex will be in a Green Building.

What is the most crucial issue to tackle in the hospitality industry today?

Despite various attractive government schemes & countless number of institutes, retaining & attracting talents with desired attitude is always an issue in hospitality industry today.

What do you enjoy most about being at the helm of affairs at the hotel?

Obtaining guest feedback and working on strategies to enhance guest experience every day.

What has been the most rewarding moment in your career?

The most rewarding moment in my career was to become the General Manager of a hotel in Dec 2006.

How do you de-stress?

Practicing gratitude & listening to music usually have relaxing impact on me.

What is your working Mantra, your guiding philosophy in work?

Consistently adhering to principles of honesty, integrity, and professionalism is paramount. I am committed to upholding ethical standards in both my endeavours and interactions, even when confronted with challenging decisions.

One advice you would like to give youngsters aspiring to excel in hospitality.

Efficiently improve your performance by consistently exerting effort, working diligently, and maintaining a positive mindset each day, thereby paving the way for success to naturally gravitate towards you.

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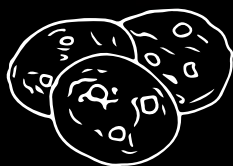


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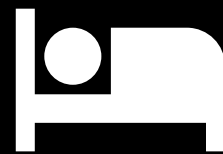
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